

**THE TOBACCO LAW: UP IN SMOKE**

CANADA'S WEEKLY NEWSMAGAZINE

OCTOBER 2, 1993 \$3.50

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## Star Of The Sitcoms

.....  
**Canada's  
Matthew Perry  
and his *Friends*  
rule the new  
TV season**



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## Maclean's

CANADA'S WEEKLY NEWSMAGAZINE  
OCTOBER 2, 1998 VOL. 106 NO. 40

### CONTENTS

#### 2 EDITORIAL

#### 4 LETTERS

#### 14 OPENING NOTES/PASSAGES

#### 17 COLUMN: DIANE FRANCO

#### 18 CANADA

Democratic bagging and corruption in high places allowed more than 80 Chebse to be smuggled into Canada.

#### 30 WORLD

Bill Clinton: Malcolm Forbes Jr. enters the U.S. presidential race, as another political outsider, former Lisa, Colin Powell, says with changing from best-selling author to a serious candidate.

#### 34 BUSINESS

Advertisers face a growing backlash over the use of sexual images. Retail stores chase to the goal of controlling CTV.

#### 41 BOTTOM LINE: DEBORAH MCMURDY

#### 44 THE NATION'S BUSINESS: PETER C. NEWMAN

#### 46 COVER

#### 56 PEOPLE

#### 57 MEDIA

Two U.S. newspapers publish the results of the midterms. Unisystem, sparking a debate among journalists and academics.

#### 60 COLUMN: BOB LEVIN

#### 63 BOOKS

A biographer reconstructs the real life of Canadian poet Geraldine MacEwan, a novelist explores the romantic life of dinosaurs.

#### 66 FOR THE RECORD

Canada's Bank Family, Junibank, Blue Ridge and Bosc in Bosc expand their horizons.

#### 69 FILMS

Two Vancouver Canadians make a strong debut, a murder thriller based on the series deadly and is definitely outrageous.

#### 72 FORTHCOMING

COVER PHOTO BY GUY LAWRENCE

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## Star of the sitcoms

**48** Call it the *Friends* phenomenon: NBC's hit sitcom about a group of conflicted twentysomethings has inspired a host of clones on rival networks this season. But they do not come close to the appeal of *Friends*, co-starring Ottawa native Matthew Perry, 26. Perry, who struggled to find sitcom purgatory for several years before landing the role of Chandler, says he feels an affinity with his character, a frustrated wisecracker. But now Perry, who has a black Porsche, a black bridge and a bright future, is riding high.



## Stumbling to the vote

**18** Both sides in Quebec's referendum debate have made their share of gaffes in the early campaigning. But notably for Prime Minister Jean Chrétien and the federalists, the sovereigntist camp has made the most serious errors. One Parti Québécois backbencher says that the Yes side already appears to have lost its best chance to create momentum.



## Up in smoke

**34** Cigarette manufacturers celebrated after the Supreme Court of Canada ruled that Ottawa's 1988 ban on tobacco advertising was unconstitutional. The decision left anti-smoking lobbyists spluttering. Health Minister Duane Martin surprised and Ottawa's tobacco policy in tatters.





# LETTERS

## Yes, but . . .

The separatists say that Quebec has no place in Canada, that Canada is unworkable, and that it is not interested in the aspirations of Quebec ("We the people," *Quest*, Sept. 18). Why, then, after a Yes vote would they even want to have a political and an economic union with a country that disses democracy?

Graham Laughlin,  
Fitchburg, Ont.

Quebecers do not exercise the right to determine their own future in isolation. Only Canada can decide which parts of its territory it might be prepared to do without. I hope that Quebec Premier Jacques Parizeau is not assuming a Yes vote will automatically seal him all the way inside the present provincial borders. There is the important question of Canadian unity to consider. All territory from the Ottawa and St. Lawrence rivers south to the U.S. border should remain part of Canada. There must also be unbroken Canadian territory to the north between Ontario and Labrador. The Quebec that would remain would be a viable area, larger than many countries, with access to the sea. And the sweeping strategy of Canada from coast to coast would still be reasonably intact. But, heck, why not vote No anyway, yes-ans, and keep everything?

Roger Barnum,  
Ottawa

In 1984, Queen's University history professor Arthur Lower wrote in *Maclean's* that Quebec separatism might be of benefit to English Canada. "Instead of retooling its future at the possibility of an independent Quebec," Lower wrote in the Dec. 16 edition that year, "I believe English-Canadians should be seriously considering whether their interests would be better served with Quebec out of Confederation. French-Canadians, after all, are not the only nationalists. English Canada has national aspirations, too, and it is possible that it would be as a better position to fall back on if Quebec, politically speaking, were out of the picture." Of course, Lower also stressed that he would regard separatism as "the greatest possible calamity." Nevertheless, he said, there must be an objective attempt to consider what situation might arise if Quebec finished by leaving Canada. He noted that, even for the devoted separatist, there was no doubt that, if it would be up to Quebec to prevent its proposals and for the rest of the country to decide whether or not to accept them.

David Galt,  
Chatham, B.C.



Parizeau (center) in Quebec's national assembly: the benefits of staying

Peter C. Newman states that "English-Canadians seem to have leaped into insanity" ("True, two solutions to two bastards," *The Nation's Business*, Sept. 18). He could be right, but it's not because we don't care about what happens to our country. If Quebecers can't see through the separatist's distortions of historical facts, their arrogance and duplicity when promising that Quebec can become a sovereign country and still obtain all the benefits they received as Canadians, if Quebecers can't see how separation will not only break up one of the finest countries in the world, but will, irreversibly, damage the economy of "both bastards" for years to come, what can ordinary English-Canadians but possibly say to convince them of the benefits of staying in Canada?

Migra Miron,  
Thornhill, Ont.

## Some oversights

In his column "Taking reality to its extremes," Anthony Wilson Smith says that Prime Minister Jean Chrétien, Ontario Premier Mike Harris and Alberta Premier Ralph Klein are "arguably the most popular politicians in Canada today" (*Quest*, Sept. 11). How could he overlook New Brunswick Premier Frank McKenna who, at the time the column was written, had to his credit two landslide electoral victories and was about to win a third?

Lamar and Gordon Mason,  
Fredericton, N.S.

Why does Anthony Wilson Smith imply that Jean Chrétien is more than just a regular person because "in private Chrétien luxuriates in classical music and has a highly sophisticated knowledge of art?" Employment of the arts is not a luxury reserved for the few. It is

an appreciation shared by people of all ages, races, education and economic status. Don't force it into a shelf so high no one can reach it.

David Macdonald,  
Sudbury Symphony Orchestra,  
Sudbury, Ont. K1L

## High-tech emperor

In his column of Sept. 18, Charles Gordon has brought a distorted realism to the media hype surrounding the release of Windows 95. "Why the media fell in high-tech coverage," *Another View*. With a few good exceptions, media coverage of this event has been excessive, even mindless. It is refreshing, therefore, to see Mr. Gordon pose the question as to what clothes the emperor is wearing.

David C. Weintraub,  
Highfield, N.S. K1L

## Global outrage

France's recent waning act of nuclear shame has resulted in outrage from millions of citizens, businessmen and governments around the world. Canada's wintry response, however, is just another fine example of a weak, almost apathetic, reaction to an issue that doesn't occur in our own backyard ("Power of protest," *World*, Sept. 18). If other Canadians are as fond as I am, the solution is simple: refuse to buy another French product. Surely President Jacques Chirac will get the message loud and clear.

Ralph G. Neppner,  
Thornhill, Ont.

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## Loving children

Enjoyed your heartwarming adoption feature ("Bringing home baby," Cover, Aug. 21). In the late 1960s, I was a teenager growing up in Montreal. My next-door neighbors had a handful of adopted children, whom I often helped. I made up my mind then that some day I, too, would adopt a child, which I have done. These wonderful neighbors were the founders of the Open Door Society, which encouraged and assisted multi-race adoptions.

Miriam Gersht,  
Niagara Falls, Ont. 16



Adopted kids in Ottawa: all parents have the same wants and needs

I studied a Romanian orphanage earlier this summer, and I remain shocked by the emotional and cultural neglect to which these children live. How dare bureaucrats—Canadian and Romanian—uphold adoption procedures that take from one to two years and cost over \$17,000. They are sentencing many children to homelessness by ineffective domestic and/or overseas search cases that are taken off the "admissible" list and left to live in a kind of hell for the rest of their lives. There is a desperate need for good people in a position of power to act on behalf of these bottom-tier helpless children who are now being exploited. If John Devereaux helps people adopt children out of Eastern Europe, he was profiled in your article ("Only suspicion") has left even one child out of a Romanian orphanage, he is a hero.

Sharon Bradley,  
Montreal

Your article on adoption focused too much on the cost of adopting in articles on pregnancy and giving birth. You don't see quotes as the cost of maternity clothes and children's clothes. When will our society stop putting a price on the education and longing of adoptive parents? We have the same rules and needs as other parents—who want our children in our arms and to love them as we can every day.

Jacquie Dancet,  
Grouville, Alta.

## 'A perfect recipe'

If Fred Browne seeks the cause of the rise in violence and public apathy towards victims in America, which he appropriately reflects in "The moral bankruptcy of America in the '90s" (*U.S. Newsweek*, Sept. 21), he should consider the major intellectual and social changes that have taken place over the past several decades. With progress-

ive education creating young minds with rising violence and its causality—special interest warfare and cocaine decay with a perversion of justice that treats criminals as victims and victims like criminals, with rising egotism where achievement is sacrificed to envy, and finally, with the American founding principles of individualism virtually being destroyed by collectivism, one has a perfect recipe for moral bankruptcy and social suicide.

Glenn Houshyn,  
Calgary

## Don't forget nurses

Your article "A prescription for medical care" (Cover, July 30) intrigued me. As a Canadian who has recently begun practicing nursing in the United States, I have experienced a shift in the focus of nursing care to include many more "medical" acts. While you stated that nurse practitioners "could do 50 per cent of doctors' work at 30 per cent of the cost," we should not forget the value of nursing in helping people become healthier through "non-medical" means. Anyone who has been in a hospital, clinic, or has received nursing services at home knows the importance of a nurse educated to be comforting and knowledgeable in helping people learn how to cope with the stress and maximize their quality of life. Let nurses do what they have been educated to do: care. If you need cheaper medical services, hire physician assistants.

Gregory Poole,  
Brooklyn, N.Y. 36

As a nurse, I read your article on health care and the subsequent letters to the editor with great interest and significant dismay. Nurses represent the largest group of health-care providers in this country. Our roles and responsibilities take us to a wide variety of set-

tings, from the familiar hospital environment to schools, individual homes, the street and the far North. We care for the sick, support their families, teach people how to be and stay healthy, and conduct meaningful research in these areas. Some of us are independent practitioners. Many of us are currently educated with graduate degrees in nursing and related fields. Yet, except for a brief statement of support for the nurse practitioner in your article, the role of nursing in the future of health care was ignored. Why did you quote the president of the Canadian Medical Association and not the president of the Canadian Nurses Association? Such an omission does a disservice to your readers as consumers of health care because they are not informed of all the choices available to them.

Elizabeth Rosenport,  
Hamilton

## 'Bewitched?'

While cover girl studies, a newspaper article and a total of seven photos of the psychic, the question begs: has John Smard bewitched Maclean's, turning it into just another adolescent ("Telling tarhans, Cover, Sept. 4")?

Melanie Macneil,  
Calgary 38

## Missed chance

Peter C. Newman's column of Aug. 21 reflects journalists' common difficulty in distinguishing fact from fiction by promoting myths such as Peter Lougheed as a great Canadian elder statesman (a warning that from Peter Lougheed, "The Nation's Business"). Is this not the same politician whose 14-year stewardship left the most richly endowed province sinking in debt, saddled with a gaggle of ill-advised ventures that are

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## LETTERS

will costing Albertans dearly—and is partly  
responsible for a perverted western sense of  
alienation and a less coherent country? Long-  
handed had his opportunity; we can do  
without his sipping at those who are now  
having to clean up the mess.

G. C. Thornhill,  
Nelson, B.C.

## Call of the Rock

Your article on the mass exodus of young  
Newfoundlanders ("Newfoundland's  
brain drain," *Canada*, Aug. 28) struck quite a  
responsive, though not, I think, I  
too, am a young Newfoundland-  
er in the process of acquiring  
my education. But I am al-  
ready determined to move on to  
uncover clues as soon as it is  
complete. *The Rock* is an ap-  
propriate moniker for our unfortunate  
province, both bleak and  
barren. I am told to say: *God if I  
remain here, I will be in danger  
of sliding off into the sea.*

Robert J. Norvinski,  
St. John's

Although I have spent most of  
my life on the mainland, I still  
consider myself to be, above all,  
a Newfoundlanders, and it is my  
longest desire to leave this day  
each at Memorial University in  
St. John's. I hope that, upon  
completion of my graduate studies  
in Europe, I will be able to return  
to the island to work in the  
Atlantic cod fishery as the  
area of marine policy—and that  
I will be able to sensibly ad-  
dress the great issues now facing  
Newfoundlanders as we search for a new future.

Although times are tough, we are survivors.  
Newfoundland is calling us home. We will  
answer that call.

Melanie Power,  
St. John's, Ont.

Congratulations for your wonderful article on  
"Newfoundland's brain drain," which  
taught me previously. I am a medical doc-  
tor originally from Mount Pearl, outside of  
St. John's, and have been working in New  
Brunswick since 1995. I miss Newfoundland  
very much, but with the shattering  
view of healthcare policymakers, irrespon-  
sibly regarding residents as where doctors  
can practice, I don't see any financial reason  
for me to go home for the next two decades.  
But who will miss me just one more last New  
foundlanders? Maybe articles such as this

will stimulate new visions for creating op-  
portunities for educated Newfoundlanders  
at home.

Dr. Paul Jackson,  
Moncton, N.B.

## New world order

Diane Francis doesn't seem to under-  
stand that a strong economy is not  
enough to make a strong country. Getting  
down to the business of business, (Column,  
Sept. 4). Spending power does not equal  
happiness, culture, morality or anything  
else that thoughtful people value. Indeed,  
governments have an obligation to "apply  
the brakes" on economic development  
when such things as the environment and



Norris Point, Nfld., wilderness, huge and quiet.

the welfare of citizens are at stake. She en-  
visions a glorious future for Canada as a  
winning place for multinational corpora-  
tions to do business and abroad; that  
"low planning policy" where such things  
as nationalities, socialisms, unconstitution  
and welfare are outdated. Indeed, yes, benefits  
may be reaped, but these multinational corpora-  
tions owe allegiance to no one but their  
selves. And they are not likely to have the  
good of ordinary people or the environ-  
ment in mind as they plunder the world  
seeking bigger profit margins.

Stephanie Tait,  
Toronto

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# OPENING NOTES

## A bulletproof sales pitch

A year later, would you bet RCMP tactics used against demonstrators at a armed standoff with Indians near Gustafsen Lake, B.C., in late August, has proven to be a shot in the arm for one company in the province. Several bullet fired by the Indian militants struck the two Mounties—but both injured men survived their lives. First, the RCMP has become part of the promotional plan of Pacific Safety Products Inc., the Bellevue company that has dominated the vests. Since turning out its first body armor four years ago, the firm has supplied vests to clients as diverse as Canadian peacekeepers in Bosnia and paramedics in inner city neighborhoods in California. Recently, it produced a prototype for a new product: a clip-on sensor for the interior of police cars that converts

Mounties with a bulletproofed truck protection



ing potential buyers of its expensive but not always taken may be the company. "People ask 'Who uses these vests? How do we know they're any good?'" concedes marketing representative Russ Forness. But after last month's volatile demonstration, Forness has a ready answer: "We tell them these two fellows are very happy."



Christies: unbreakable for the party

## A Prime Minister and his priorities

Just as Christies was conspicuous by its absence from the second annual National Liberal Golf Tournament—putting a lot of Grit noses out of joint. After all, invitations had gone out to Liberals for and to be issued the Aug. 30 event, a ceremonial cruise from the shores of government. But the event's organizers, Lew Bernstein, in exile in Toronto, say: "Tony [Lester], was informed that the Prime Minister, who enjoys a round of golf, would be unable to take part because of a previous commitment. Meeting a foreign dignitary, perhaps? Or conferring with advisors or staff? In fact, Mulroney has learned that, while his old Liberal friends were bailing the challenging public course at the Dunes Golf Club in Hall, Que., the Prime Minister was actually golfing, too—with friends at the club, and very private. Royal Ontario Golf Club.

## POP MOVIES

The movies in Canada opened according to boxoffice receipts during the seven days that ended on Sept. 24 (in brackets, numbers of screens/weeks shown):

1. *So Wrong Fire* (R) (25) \$41,000
2. *Conquering Mars* (PG) (24) \$37,400
3. *Knockers* (PG) (23) \$41,200
4. *The Great Gatsby* (PG) (22) \$35,200
5. *Checkers* (PG) (21) \$40,900
6. *Breathless* (G) (20) \$36,000
7. *The Tin Tin That Shook* (PG) (20) \$36,000
8. *Conquering* (PG) (19) \$33,300
9. *Murder on the Nile* (PG) \$33,100
10. *Alpha 33* (G) (18) \$30,300

SOURCE: P.I. ENTERTAINMENT CANADA INC.

## Remembering 'The Chief'

Last week marked the 100th anniversary of the birth of John George Diefenbaker, on Sept. 18, 1895, in the farming town of Neustadt, 235 km northwest of Toronto. The young Diefenbaker moved west with his parents in 1923 to the Fort Carlton area near Prince Albert. As a lawyer, he became known for his inspiring oratory and, in 1940, was elected in the House of Commons as a Conservative. Diefenbaker became prime minister in 1957, held that office for six years, and was still in the office he died in 1979. During his long political career, he often argued for a united Canada—and against special concessions to Quebec. Examples:

- I see one nation, and one Canada, where it is equally true that equality and where all can share in the building of Canada. That was the challenge in 1867, but it is the challenge today.—Ottawa, 1967
- The Liberal government has promised everything under the sun to Quebec. They have spent out of the just wallet out of that. It's true that French Canada started crying in rather than crying out.—Toronto, 1967
- To me, one of the most dangerous things today [is] those people who, when considering separatism, say the fear of separation as a smoke screen through which they endeavor to



Diefenbaker, inspiring oratory

- advance their subtle demands for more and more.—Ottawa, 1968
- English Canada wants to bring about unity in Canada, but it is on a pathing through things regardless of the wishes of English Canada, and the multitudes of those of other racial origins, cannot but be witness to the future of Canada.—Ottawa, 1968

## Party time for Thatcher

Neither Brian nor Rose Mulroney make it—this, respectively, a prime minister and a first lady—but the party guests at Margaret Thatcher's 70th birthday party at Washington on 20 March (over 500 of Thatcher's closest friends are expected to attend the party event, with tickets costing \$1,000 apiece, or \$25,000 for a table seated 10). The table also includes two factors in a private lunch with Thatcher at the Library of Congress. The cost

of the entire evening is being underwritten by Philip Morris Co., the giant U.S. cigarette manufacturer—allowing all the money raised to go to the Margaret Thatcher Foundation, which is dedicated to promoting conservative values in Eastern Europe. "While Mulroney declared in comment on her involvement, organizers said she would be a big draw. "We wanted prominent conservative women at the head table," said a source close to Thatcher.

There is no one we respect more than Nancy Reagan and Mrs Mulroney."

Edited by TOM PENNELL



Mulroney: a joint patron

## PASSAGES

**FOUND:** The body of Ann Marie Perrine, 26, of St. Catharines, Ont., whose mysterious disappearance while hiking on Whistler Mountain, B.C., last Thanksgiving sparked massive searches and a *Maclean's* cover story July 24, emerged in the mid-Winter Bowl glacier. An autopsy showed that Perrine died of hypothermia after badly freezing her right leg as it appeared fall on steep ice. According to RCMP Cst. Darryl Little, who assured the nearly year-long search, "She didn't suffer long. She just fell asleep and never woke up."



**ANNOUNCE:** The winners of the fourth annual \$10,000 Governor-General's Performing Arts Awards for lifetime achievement. They are: Murray Aronoff, 44, for his *Murphy's* (1986); 65, classical music; Peter Gosselin, 65, broadcasting; Anne Murray, 50, popular music; Jeanne Renoir, 57, dance; and Paul Robeson, 71, theatre. The side-podest awards focus also named actor Ben Hopwood, 38, as recipient of the \$10,000 National Arts Centre Award and playwright Arthur Miller, 85, as winner of the James J. Smith Award for lifetime achievement in the performing arts.

**DEB:** Devlin Rodenbach, 35, the spiritual leader whose discovery of a hidden, better person transformed the industry and made him a millionaire at his house in Coonass, Calif. Before his breakthrough, papers had remained virtually unchanged for more than 500 years.

**LETTING:** A denouement was brought by Shane Hart, 25, against the New-Immigrant government and the Corporation of Christian Brothers for 15 years of sexual abuse and beating while a ward at the St. John's Cumber College in St. John's. Details of the settlement were undisclosed, but welcomed published reports put at \$600,000. Hart is a young lawyer, but a notable mark because of the psychological similarities of the abuse. The promoter and the Christian Brothers, some of whom have been convicted of sexual and physical assault, had acknowledged their liability.



Chavonin in Montreal as odd as ever/oddly



# STUMBLING TO THE VOTE

## Missteps by the Yes side mask the confusion in the Ottawa ranks

BY ANTHONY WILSON-SMITH



Shortly after the launch of the first Quebec referendum campaign in November of 1980, then Finance Minister Jacques Parizeau decided to go for a drink one night at his favorite haunt, the piano bar of Quebec City's Chateau Frontenac Hotel. On his way through the lobby, he was approached by an elderly woman distributing buttons for the No side, which was holding a rally in the hotel. The woman, who did not recognize Parizeau, gave him one and asked him whether he intended to attend the event. "Yes," said a smiling Parizeau. "Yes, I'm here for the bar." But he showed the button in a pocket, adding that it "will make a nice souvenir someday."

That was three—when hopes and humor ran high among pro-sovereignty Yes supporters—and this is now when the pro-referendum agents of now-Prime Minister Parizeau and others are considerably lower. But Parizeau may still want that drink because, despite his success in the early stages of the campaign, it's critical reviews, public criticism and negative polls—but still went down to a decisive 50.5 to 49.5 per cent defeat. These days, the next they can hope for is that history will repeat itself in a difficult manner in the last approach—Oct. 30 referendum—and that the side that trails early and in most public opinion polls will again be the victor. "Think he's never let the news that they're in," sighed an adviser to Prime Minister Jean Chretien last week. "It makes us look positively calmer."

In a week in which Quebec's National Assembly considered debate on the referendum question and the House of Commons renewed voting in Ottawa, it would—and did—take a series of missteps by the Yes side to ob-

scure the No campaign's stumbling. Without that, more unfavorable attention would have been focused on a series of controversial comments by Chretien, several displays of anger that another adviser quickly disavowed as "undue inconsistency," and a strategy adopted by Prime Minister and the Reform party that appeared more helpful at times to sovereignty than to federalists.

In fact, one note that the winner could allow after the referendum vote—that matter which side is victorious—is "You don't have to defend all the final victory." Despite the fact that a referendum in Quebec has been almost inevitable since the Parti Quebecois took power in September of last year, representatives of the Yes and No sides often appear unprepared for the campaign—to the point that they are wasting out conflicting messages about their goals and at times arguing as much among themselves as with each other.

Still, none of it seems to have done much damage to the federalist cause, or even allowed such a serious outside political, media and academic circles. "Most Quebecers," Finance Minister Paul Martin told an acquaintance recently "regard the campaign as a success." And despite a series of recent events designed to weaken more Quebecers to the joys of sovereignty, the terms to most their central beliefs remain unchanged. In an effort to stoke up enthusiasm, the Yes side has staged a series of highly promoted events—such as the



Chretien en route to the Commons: problems



Manning facing the Prime Minister to answer

historically as both "harshness" and the "real launch of the Yes campaign." They have included the introduction of the preamble to the referendum bill, the introduction of the question itself, and last week's release of an 84-page bilingual describing plans for life in a sovereign Quebec.

The only threat of the document's release that there are almost no socialists that could not be cured by an immediate dose of so-

vereignty. An independent Quebec, it promises at various points, would be more democratic, more humane, more respectful of its citizens, more egalitarian, less bureaucratic, more environmentally aware, more social democratic and, at the same time more open to business investment. Perhaps, the document suggests, that is because Quebecers are so much more unwilling than anyone else the "English-Canadians." It says, "they are too busy trying to approach to life along with the 'use of force' (that makes) as a people that is emotional, warm and open."

But there appear to be few new converts despite such lofty praise, support for sovereignty slumped in a series of recent polls. A survey of 538 Quebec voters, conducted between Sept. 11 and 14 by Ottawa-based COBIS Inc. for The Financial Post and released on the weekend, found that public opinion is not of the arguments cited as lower if more fully and widespread concern that a Yes vote would adversely affect the personal concentrations of respondents. Only three per cent of Quebec respondents

said they believed that a Yes vote would weaken the economy, with only 18 per cent saying it would strengthen it. 54 per cent of them believe they would be personally affected in a negative way, and only two per cent say sovereignty is "their most important personal hope." Overall, 46 per cent of Quebec respondents would vote Yes, while 30 per cent supported the No side and 24

per cent were undecided. According to pollster Conrad Wynn, experience suggests that the undecided voters are "decisively inclined in particular ways."

That was not the only bad news for leaders of the Yes side. Even the most optimistic sociologists concede that the results of their own polling show that the referendum thus is "separable"—that is, as of last week at least, they were not winning. Although party strategists routinely release precise polling figures to the media, where they are available, they have refused to give any such details for the past month. Parizeau, who was leading the 11-pointed two-party caucus meetings in which back-benchers and several cabinet members delivered a scolding to two of his most vocal advisers, chief of staff Jean Hoyer and referendum adviser Jean-François Lamer, as well as party vice-president Monique St-Onge. Upon his return, Parizeau acknowledged that "a lot of us are going out" at the meetings. The caucus members complained, says Haddock, that the elected members have been ignored in formulating strategy, that the present campaign

lacks focus, and that the Yes side appears to have already lost its best chance to create momentum. "We are not going to win this," said the backbencher, "with our eyes closed."

The move could be said for both sides, as leaders of the Yes and the No forces look to turn a week-long critical information. Much of the No campaign was caused by the revelation that the government had

### THE REFERENDUM CAMPAIGN

- Prime Minister Jean Chretien clashed with Reform's Preston Manning over how the referendum vote should be interpreted, while arrangements in Quebec sparked storms at their sides' highest campaign.
- A new study showed that Quebec francophones have overtaken anglophones as the province's top-voting citizens. The study of census data from 1976, 1981 and 1986 found that bilingual francophones now mean most an average, and that the group now speaking both is also called anglophones—those who speak neither French nor English.
- Radio-Canada launched an internal inquiry into a false report it broadcast saying that the Quebec Liberal party was not doing the job of deciding Quebec an officially bilingual province. Sponsor reported Jean Beaudet and reformer Stephen Doreme were to be questioned.
- Four independent New York City financial analysts said in a report that sovereignty would have a "neutral to positive" effect on Quebec's credit rating, but that not much in Quebec's history is any higher internal rates on its bonds. Sovereignists welcomed the report, but other economists challenged it.







## A MOMENT IN THE LIFE OF A CAR COMPANY.

6:50pm EST.

At 6:50, THEY'D ARRIVED UPON the roadways a week in advance. They'd confirmed it again the night before. Frank arrives first, followed by Joe, and then Philip, Victor, however, is nowhere to be found.

They wait. In the meantime, they start piling everything they'll need into Frank's 800 Wagon. It takes a few minutes—there's a fair amount of stuff. But still, no sign of Victor.

The tension mounts. Finally, when they just can't wait any longer, as the car is actually pulling away from the curb, Victor comes tearing around the corner.

"Sorry I'm late," he says apologetically. "I couldn't find my shoes. I looked everywhere—under the bed, behind the recliner, even the medicine cabinet, just couldn't find 'em."

This is no much for Frank to hear,

"You looked for your shoes in the medicine cabinet? We're sitting here for half an hour like three clowns, and you're looking for your shoes in the medicine cabinet?"

This is just the beginning. Traffic slows them to nearly a halt.

A detour takes them two miles out of their way. By now the tension is so thick you couldn't even cut it with a knife.

Then, it happens.

"I left my sporting flower home!" Philip realizes.

The sporting flower. The oldest gag in the book. Philip brings it everywhere they go, despite incessant attempts to

persuade him otherwise. It is a touchy subject.

Maybe it's the stress of being late, or maybe he's just not thinking, but when Victor hears about Philip's flower, he says the worst possible thing anyone could say. "Good." Heads are bowed. Arrangements fly. In short, chaos ensues.

But just as everything is about to fall apart, just as the whole plan is in jeopardy, they arrive at their destination:

The Children's Hospital.

They unload the gifts from the back of the Volvo, and four clowns begin dancing and laughing through a rowful of browsing kids.

It's difficult to remember anything else about the day.

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CANADA

# Inside an immigration scam

BY PAUL KAHILA

I wondered how paid to be true—and it was. A delegation of more than 80 wealthy entrepreneurs from mainland China was coming to invest millions of dollars in Canada, and the group wanted to see Toronto, a city on the northern edge of Metro Toronto. A delighted Mayor Peter Roberson ordered his staff to prepare a VIP reception. Every thing was set for April 18, the Tuesday after Easter weekend.

A catering would lay on wine and cheese and, with dozens of local business executives and politicians in attendance, Roberson would treat the delegates to an unofficial presentation to the Toronto council chamber. But two hours before the group was to arrive, one of its members abruptly cancelled the meeting. The Chinese delegates were not rich investors after all, a displaced Robertson and his staff learned later that week. In fact, they were participants in an elaborate alien smuggling scheme who had been charged \$70,000 each for passage to North America—where they promptly went underground. "They used our good hospitality and we got burned," says an angry Robertson. "But the country got burned worse."

Says that episode—and other months of investigation by the RCMP—few details have emerged to date how the Chinese apparatus managed to enter Canada, what happened to them, and who profited from their trip. But now, through documents and extensive interviews with many of the key players, *Macleod's* has pieced together much of the story—a tale of a \$5-million scam shepherded by bureaucratic bungling by Canadian officials and the apparent corruption of Chinese government representatives. While agents have been smuggling alien from China to North America for decades, no law says that this was one of the most sophisticated, old—and spectacular—schemes that they have encountered. One RCMP source says that the main conspirators are members of a deeply entrenched international crime syndicate. "The syndicate was 100 per cent black," said the source, referring to the term for Chinese organized crime families. "Some of the principals have been smuggling people to North America for 30 years."

For his part, the Toronto-based immigration and financial consultant who helped orchestrate the trip—and who recognized

immigrants—saw the police and immigration authorities in Toronto of incompetence. The organizer insists that he realized the delegates were bogus only after they had arrived in Toronto, but when he noticed that several of the visitors had disappeared, he says, he called the authorities and asked

to organize business tours of Canada for Chinese entrepreneurs. As and Wang said that there were thousands of millionaires interested in learning about Canadian technology and investment opportunities. If the Tencolians could obtain the entry visa, As and Wang could get the clients. What attracted the Tencolians was the prospect of making money from the business tours. "I thought I was going to be bringing in \$300,000 a month organizing these tours,"

More than  
80 Chinese  
posed as  
investors to  
be smuggled  
into Canada

As, Anglin and Wang  
(left to right) in China:  
business opportunities



them to discuss the rest of the group. "I told them what was going on, but no one came to help," he says. "These people were allowed to escape, and that didn't have to happen." RCMP Sgt. Joe Shaw, who is overseeing the investigation, says that the officer who took the call did not understand the gravity of the case. "There was a miscommunication of what was happening," he says.

The origin of the case lies in a trip that the Toronto consultant made last October to Hong Kong and the neighboring Chinese province of Guangdong, accompanied by Toronto lawyer George Argos. There to explore business opportunities, the pair were introduced to a young consultant on the rise, Ying Yin As and Louis Wang. The Chinese businessmen set about ingesting the Canadian visitors. Wang introduced the Tencolians to his father, a senior army commander, and arranged a military escort for part of their trip. "We were treated like royalty," recalls the Toronto consultant.

The four men discussed a partnership

the Toronto consultant says. To get things started, he returned to Guangdong with Argos in November. As and Wang introduced them to an agent they had retained to recruit clients. A shadowy figure named Dong Bing, the agent claimed to own a large pharmaceutical company in northern China. He presented a handwritten list of 80 so-called investors with details of each of these companies. The Chinese partners said they would charge the clients a fee, from which the Tencolians would receive \$50,000 for arranging each visitor's visa to Canada. That sum would also have to cover the delegates' airfare and Toronto expenses.

To get the visa from the immigration officer at the Canadian High Commission in Hong Kong, the organizers submitted the required paperwork showing that each of the delegates had prepaid return airfare tickets, and funds to cover their Canadian hotel accommodations. They also included the Toronto itinerary they had arranged for the group, and a copy of a letter from Alan

Wang, a consultant in the business integration division of Ottawa's ministry of economic development and trade, confirming that the delegation was headed for a business seminar on April 21. Finally, the Toronto police passed on the group's passports that Yang had given them—all issued in the province of Yunnan and stamped with red wax from the Chinese government. The Hong Kong immigration officer asked in connection with Canada's Beijing embassy to do a round check on the applicants, but a senior immigration official in Ottawa says that the officer was likely too overworked to do a thorough job. On the basis of the documents, Inspector Blair, supervisor of the Hong Kong immigration office visitors unit, issued 30 visas, including several for the tour leaders, on April 19.

Neither the Toronto sponsors nor Maerl had any prior screening of the delegates, but they anticipated they would have been checked to learn what had taken place. According to information later uncovered by police, Tai had recruited the clients by travelling through the south coast provinces of Fujian, selling passage to North America for \$70,000, half of which was paid to him up front, the rest to be paid when they arrived in Toronto. The deal was made on the basis that he gave to the Toronto consulate—and the Hong Kong immigration office—were all false Chinese law tickets that citizens can obtain documents only from the province in which they are located or where they are required to live and work. But the Toronto consulate was not alerted, too late, that Wang had obtained the passports and exit visas in the phony names from Yunnan by paying at least \$500,000 in bribes to Chinese officials.

On April 17, a Chinese delegation arrived at Toronto's Pearson International Airport, led by Tai, his wife, Wang and three other daughters. After checking into a downtown hotel, Tai demanded that the Toronto sponsors cancel almost all the group's official meetings, including the ones at Immigration City Hall and the Ontario Trade Authority. Even some people in the Toronto organizers were the fact that fewer and fewer delegates were showing up for group meals as the week progressed.

## Charged \$70,000 to enter Canada, they promptly went underground



Phoney Chinese passports on embarrassing affair

Finally, on the fourth day, the Toronto consulate and Agents were contacted with irrefutable proof that they had been deceived. A visa officer in the eastern Ontario border city of Cornwall called them to report that four of their delegates had been apprehended during an attempt to cross illegally into the United States. The same morning, the Toronto consulate, wrong a one-time delegation from one of the young male delegates still in Toronto. He was actually a Chinese peasant, and he revealed that, as with all the other delegates, relatives in both China and North America had pooled family funds to pay the steep entry fee.

An American consular official at the time he was detained at a nearby Toronto hotel had arranged for each of the delegates to be ferried to the United States by western airline smugglers. But the young peasant now wanted to return home because the consulate had told him that he would have to work all night in New York City—the ultimate fate of many of the young men and women on the tour. "These people had no real interest in Canada," says the Toronto consulate. "They all wanted to go to the United States."

Guangxi, he rounded up the remaining delegates and locked them into the hotel bathroom until police could arrive and arrest them. But when he called the RCMP passport and immigration detachment in nearby Midland, an immigrant courier. According to the consulate, the officer who answered the phone pointed out that the visitors had valid visas for six months and had broken no law

while in Canada. The officer added that the Toronto sponsors could be charged for holding the remaining Chinese against their will and that they should report the matter to the federal immigration department. "I called a supervisor in Immigration," recalls the Toronto consulate. "She said, 'It's a Friday afternoon, and we're really understaffed but we'll try to send someone.'"

No one came. The next morning, all but two of the remaining delegates were gone. They left behind clubs, suitcases, airline tickets and thousands of dollars in unpaid bills. Of the 81 delegates, only two returned to China. Police now say that the vast majority of them are in the United States, where agents from the anti-smuggling unit of the U.S. department of justice have been

searching for them with no success. The RCMP has made several appeals to Canada's Chinese consulate for information about any delegates remaining in the country, but after five months no one seems to have stepped forward. The four delegates arrested in Cornwall made refugee claims—but now they, too, have disappeared.

Immigration consultant Kevin Sack says that the supervisor who received the report about the disappearing delegates "acted appropriately" by not sending officials because her staff is primarily responsible for assisting police when they investigate cases such as a refugee demand arrested for a violent crime. As for the Hong Kong immigration office, Sack said that the visas were issued to "good faith" and that Maerl followed correct procedure. But the Ottawa official who oversees that status says that the department is reviewing those procedures. "Hong Kong was seriously misled by Wang," declared Brian O'Connor, immigration Canada's director of operations for the Asia Pacific region. "It's rather spectacular when you consider the number. It's a good lesson."

In an ironic finale, the Toronto consulate says that he returned to China in May to confront Tai and seek payment—successfully—of \$50,000 owed to the Toronto sponsors. Tai took the Toronto man to the city of Dangle, where he was put in a military hotel. A well-dressed Chinese man arrived in a government car bearing flags. He offered the Toronto consulate \$500,000 to run another scam—this time for 80 delegates in a sign of how corrupt corruption runs a part of China—before he left. It was the first police to have ever something. The consulate says that the scam was a well-known and high-paying government leader. □



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# Lunch with Punch

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### ABORTION REVERSAL

Alberta Health Minister Shirley McClellan announced that the Alberta government is no longer willing to pay the bills for women who have abortions that are not considered medically necessary. Alberta Premier Ralph Klein had opposed the move, saying that abortion is a matter between "a woman, her doctor and God." But under pressure from Tory M.L.A.s, Klein agreed to allow his caucus to decide the issue.

### STANDOFF AFTERMATH

Jeanne Williams Ignace, also known as Wolvaine, and her son, Joseph Ignace, both charged of attempted murder, kidnapping and obstruction for their role in the month-long standoff at Quacken Lake in central British Columbia. Ten other people who surrendered to the RCMP on Sept. 17 were charged with kidnapping and obstruction. The natives left the camp after John Stevens, a 75-year-old medicine man from Alberta's Stoney reserve, persuaded them to end their protest. Meanwhile, their lawyer, Bruce Clark, was remanded for a 30-day psychiatric examination after being found in contempt of court for showing accusations and obscenities at a judge.

### TIPPING THE SCALES

Prime Minister Jean Chretien appointed four new ministers. Although the Conservatives still hold a slim majority—51 seats compared with the Liberal 35—there are also three independent senators with Liberal leanings. The new situation Newfoundland Liberal MP Bill Ramsey 59, re-elected Denis M. Audet, 75, of Prince Edward Island, community school Lorne Milne, 61, of Brampton, Ont., and Marie-Pierre Poulin 50, of Ottawa, a former CBC vice-president.

### FEELING THE AXE

Wanted Liberal MP Warren Allmand lost his job as chairman of the House of Commons public committee because he voted last spring against a government budget bill that cut payments to social programs. Allmand, 65, said he was simply going back to Liberal principles.

### TRAGIC CRASHES

Two Canadians were among 34 people who died when a U.S. Air Force surveillance plane crashed in a huge fireball shortly after takeoff in Alaska. Earlier, a single-engine Otter crashed into Selkirk Lake in northwestern Ontario, killing its pilot and five American passengers. And two helicopters involved in a mining expedition crashed near the Dene community of Little Ku, 100 km east of Yellowknife. Four people were believed dead.

# Canada NOTES

## On the defensive over Pearson

Prime Minister Jean Chretien's feud peaked during an old controversy of \$25,000 in 1994 from one of the key players in the ill-fated redevelopment of Toronto's Pearson International Airport. Involving before a Senate inquiry, Jack Matthews, president of Pearson Inc., said he believed that his company's proposal to privatize the airport was scuttled after the Liberals took office in November 1993, because the firm had refused to contribute to Chretien's Liberal leadership campaign in 1994. Matthews said that Chretien suggested a donation of \$50,000 from Pearson during a meeting with him and Paul LaBarge, a former law partner of Chretien, at Chretien's Ottawa law office. Matthews



Christian Ladeguest

had made similar allegations before, and both Chretien and LaBarge had publicly denied seeking a donation. But a new piece of evidence resuscitated the controversy: a tape recording of a Jan. 24, 1995, conversation between LaBarge and Matthews, obtained by The Globe and Mail. Ladeguest confirms that campaign contributions were discussed at the meeting.

In his own testimony before the Senate inquiry last week, LaBarge said he was deliberately leading Matthews on during their conversation—which Matthews secretly recorded—to "see how far he would go." In any event, the Bloc Quebecois frequently put under question about the Oct. 30 referendum on Quebec separatism and used the tape recording to challenge Chretien's recollection of the meeting and to demand that he appear before the inquiry.

An outcast Prime Minister deflected that demand by noting that no donations had been sought. "If you want to bring a little horn," he told the House of Commons, "I'll accept it as part of the whole nation."

## A bloody turf war

The explosion could be heard more than 30 km away. In the early morning hours of Sept. 21, a bomb exploded in front of a clubhouse associated with the Hell's Angels motorcycle gang near St-Luc, a small town north of Montreal. Police later said that the device, which was being carried from a van, went off prematurely, killing three of the would-be bombers. Carole Fournier Dore, a Quebec provincial police spokeswoman, added that the perpetrators appeared to be connected to the Rock Machine, a Montreal bikers gang that is locked in a bloody struggle with the Hell's Angels for control of the city's lucrative illicit drug trade.

The explosion was the latest violent incident in a turf war that had already claimed 22 other lives in the Montreal area over the past year. And it occurred only hours after about 200 bikers from across the country attended a bizarre funeral ceremony in Trois Rivières for Richard (Crow) Brown, 31, a Hell's Angels officer who was gunned down at a band day-

held in Montreal's east end on Sept. 15. About 200 residents marched in a five-kilometre funeral procession of bikers pulled up for the service. Surveillance helicopters flew overhead as police officers cased against the mourners, photographing and searching them. And as Brown's coffin, draped in the Hell's Angels flag, was carried into the church, Claude Bergeron, a biker and a trumpeter with the Quebec Symphony Orchestra, played the Sodas' "Satan and Ghandali" hit, *The Sounds of Silence*.

## Refusing to budge

Following a three-day meeting with provincial health ministers in Victoria, federal Health Minister Dennis Austin refused to budge from the Oct. 15 deadline she has set for provinces to stop funding private health care services. Provinces that fail to comply will face a dollar-for-dollar penalty. The provincial ministers criticized her stand and issued a joint statement saying that a scheduled \$3-billion cut in transfer payments over the next two years represented a threat to medicare.

# INSIDERS RUNNING OUTSIDE

## Presidential candidates crusade against Washington

BY PAUL KAHILA

Malcolm S. Forbes, Jr., the son and namesake of the flamboyant founder of *Forbes* magazine, is here to a family fortune estimated as high as \$1.4 billion. Forbes, Jr., who goes by the first name "Steve," after his grandfather's first name, lives on a palatial estate in New Jersey, owns an island in Fiji and counts former Congressman Jack Kemp and New Jersey Gov. Christine Todd Whitman as personal friends. Now, the avowed, 40-year-old son of the elite establishment is running for the Republican nomination for president at the United States—indeed, incredibly positioning himself as an outsider. "Usually candidates come to a race like this after years in either state or federal government," declared Forbes at a campaign kickoff news conference last week in Washington, D.C. "In the past, that may have been a good thing for the country—but no longer. I believe this nation needs an outsider who knows first-hand, in 100, how government is dragging down all Americans and is determined to change it."

That Forbes would put forward his complete lack of experience in elected politics as an asset demonstrates the widely held view this being an out-caster is a prerequisite for the 1996 presidential race. While running against Washington and various elites has enjoyed a winning tradition in American politics (from Andrew Jackson's 1828 presidential campaign to Ross Perot's 1992 gubernatorial win), 1996 governors say that voters disgust with partisan bickering in Congress, unethical conduct by elected officials and federal largesse has made the current presidential race as even better marketplace for candidates who distance themselves from the nation's capital. Some Republican hopefuls have already stalled out that way: Pat Buchanan, a former White House speechwriter and television commentator, co-announcer of *Late Show* host, and Alan Keyes, a black, ultra-conservative radio talk show host, are all running student anti-establishment campaigns. And in August, unexpected Democratic senator Bill Bradley (New Jersey) announced he would not seek re-election to that chamber.



Forbes' lack of experience, and even of big challenges (left): the American public's yearning for a leader from outside traditional political circles is bad news for President Bill Clinton.

next year—and denounced both main parties while listing the idea of running as an independent candidate for president. "When everything isn't going well to Washington, the outsider thrives more at hand to presidential politics," says Andrew Kolodt, director of the Times Mirror Center for the People and the Press, a public service arm of the *Times Mirror* newspaper chain that owns its depth politics. "Today the idea of someone coming in to clean up the mess is more pronounced than ever."

But perhaps the student sign of the American public's yearning for a leader from outside traditional political circles is the rush of isolation and media-type non-mainstream retired General Colin Powell during his current publicity tour for his newly released autobiography (page 22). "Everyone is clamoring for Powell to run for president," says Hal Quinlan, a senior partner with Norwalk, Conn.-based Yankovich Partners Inc. "This kind of outcasting is unprecedented in modern American history."

The trend is clearly bad news for U.S. President Bill Clinton and the Republican front-runner, Senate Majority Leader Bob Dole. According to Quinlan and other political observers, Powell's popularity is in such a recognized of the man's heroic qualities as a recipient of the Democratic and Republican parties, as well as their main leaders. While it is increasingly likely that Clinton will face a Democratic challenger in the primaries that begin next February, and Dole enjoys a wide lead in opinion polls over his Republican rivals, pollsters detect a groundswell of support for an independent candidate—although his candidate is a nationwide Times Mirror Center survey in mid-August of 1995 voters. 36 per cent of the respondents and they would like to see an independent candidate elected president, more than double the figure in December, 1993. "The potential for a presidential candidate outside the Democratic and Republican parties is stronger now than I've ever seen before," declares Kahl.

That has created an atmosphere of fantasy and reality which Forbes clearly hopes to exploit. The fantasy candidate will be competing with race-mage and minor rivals who have already launched their campaigns for the Republican nomination to be decided next August at a national convention in San Diego. The large field of contenders is a reflection of the widespread belief that Clinton is vulnerable. To that end, Forbes' handlers have said that his campaign is willing to spend \$20 million of his personal fortune on his campaign. That financial muscle was in evidence last Friday, when Forbes launched a national television advertising campaign. His central message: stimulating investment and consumer demand by eliminating income tax for personal earnings.



Forbes' 'pro-government is dragging down all Americans'.

When he died in 1990, his eldest son, Steve, took charge of the family empire. Since then, Steve Forbes has spent much of his time traveling across the United States, making speeches for causes that advance his father's spirit and the interests his own vision. "He's been on the road longer with the father's sales trips," says an editor at Forbes who requested anonymity. "He's a much more serious figure than his father." But, according to the same editor, when Forbes was asked about his presidential bid, he typically remarked: "My father once spent \$5 million on a birthday party for himself in Tahiti. Why can't I spend a few more running for President?"

The success of the Forbes campaign goes back to a meeting the 40-year-old had in March with a group of conservative intellectuals and financiers led by Jude Wanniski, a personal friend and mentor to Forbes as well as president of a political and economic consulting firm. Wanniski was a leading Reagan-era proponent of supply-side economics—stimulating investment, growth, and tax revenue by cutting income tax rates. Discouraged by the leading Republican candidates, many of whom are now connected with cutting the deficit (thus stimulating growth), the group hatched Forbes to run for President because, Wanniski says, no elected official was up to the job. "We need a financial politician," adds Wanniski. "Ross Perot led the way. He showed the people like Colin Powell and Steve Forbes that the American people are willing to go outside of the ordinary to fix a great problem."

While Perot, the Texas computer billionaire who won 19 per cent of the popular vote as an independent candidate in the 1992 election, demonstrated the potential at anti-Washingtonian stance, such a challenge to the establishment has not yet emerged. According to University of Toronto business adviser Bernard, who specializes in 20th-century America, outsider campaigns have appeared periodically throughout American history, but they have gathered particular force in the past three decades. The Vietnam War and Watergate created a cynical environment in which it was easier to run against the political establishment. Former Alabama Gov. George Wallace, Bernard adds, is the true inspiration for the current crop of outsider candidates. Wallace won five states by running as an independent in the 1968 election, campaigning against intellectuals, hippies and the housing of black children in white schools. "Wallace attacked as if that Washington bureaucracy that was thought to be leading us toward the apocalypse on the people who don't want government to run their lives," says Bernard. "All these guys do that, but in a way that doesn't threaten the legitimacy of corporate America." In fact, Forbes would seem as close to these forces last week, calling Washington "a culture of corruption," and vowing to strip the departments of Commerce, Energy, Education

and Meeting and Urban Development to their bare essentials of elected. He also attacked "three decades of mistaken social policy" that have threatened traditional values. "The family is the irreducible foundation of any civil and humane society and cannot be replaced," said Forbes. "The liberal, ideological attempts to do so have disastrously ripped our social fabric."

Power, meanwhile, has emerged as a much less controversial figure than Forbes. The son of a Jewish immigrant, the former soldier climbed up the ranks to become a general and then national security adviser to the administrations of former presidents Ronald Reagan and George Bush, who promoted him to Chairman of the Joint Chiefs of Staff, the first black to hold that position. As the country's most senior military official, Powell oversaw the successful 1991 Gulf War and inspired ennobled critics heaped scorn on Bush for not deposing Saddam Hussein's regime. Since he left government service two years ago, Powell's popularity has risen steadily while he has remained deep about his policies. "He's a commander-in-chief who has lost himself as a national hero above the political fray. He is an empty vessel into which people pour their aspirations without knowing what's inside him," says the Times Mirror Center's Kalish.

But last week Powell, who supports affirmative action, gun control, a woman's right to an abortion, and supports school prayer, said that if he ran, it would likely be as a Republican. "If you look at the alternatives that are out there—running as a Democrat, as an independent or as a Republican—the route that makes the most logical and political sense is doing it as a Republican," Powell said in an interview. He believes he has cut out of step with rightwing party activists and the mass Republican candidates, most of whom hold the opposite position on each of the issues—but very much in line with the majority of Americans, according to public opinion polls. Speculators, however, say that Powell will launch an independent presidential bid, a possibility that he has not ruled out.

But while Powell made a surprisingly strong bid among in the past, he generally gives his eccentricities, history is just as the side of independent presidential bid. "It would be hard to mobilize significant support without the lead of major party endorsement," says Washington Post's The defense has led some Washington observers to suggest that Forbes, who will be opposed by a few liberal establishment candidates, will have to run on a supply-side economics, and Powell leans up far an independent bid (and somehow bridge the differences on the issues). In that scenario, Forbes would provide the funds and ideas, and Powell the popular support. If it is just another election that a thought Clinton and Bob Dole are sure to contain the dangerous players in the presidential race, at least until the primaries begin in February, many Americans are still yearning for a Washington outsider. □



## THE BOOKSTORE CAMPAIGN

The middle-aged man signing books at a store in downtown Washington, D.C., does not hold a government post, nor is he officially campaigning for one. The book he wrote concerns himself—not some controversial issue—but he has never been an unpopular advocate for any particular issue. Yet Colin Powell's presence has attracted a handful of anti-abortion protesters, who are mutely attacking his pro-choice stance. Less, at another book signing in the U.S. capital, the scene is repeated with a different set of protesters, there to denounce the retired U.S. chairman of the Joint Chiefs of Staff as a war criminal. "Dreaded Panama, 2,000-4,000 killed," reads a handwritten sign listing Powell's alleged transgressions.

Prior to the signing days and postage reporters, the protesters are a minor distraction. That they are also an indication that many Americans regard the former general as a president-in-waiting, rather than a warship sailing under a flag. In fact, Powell's current five-week, 30-day tour to promote his memoirs, *My American Journey*, is widely viewed as a test drive for a presidential run in 2000. A poll of 1,000 voters taken in mid-September suggested that Powell would defeat President Bill Clinton by 45 per cent to 35 per cent if he led a Republican ticket. And last week, a Wall Street Journal/NBC News poll showed that, as an independent, Powell would be chosen at 30 per cent with Senator Robert Dole as the Republican candidate at 26 per cent.

While Powell, 56, says he wants to end his presidential ambitions until November 12 months before the next election, his signing ceremony is being hailed by a national orgy of publicity in the first week of his tour, which began in New York. A book signing near his home in the Washington suburb of McLean, Va., Powell was the subject of dozens of interviews by news sites such as Barbara Walters, Tammy Bruce and Larry King.

It is precisely the kind of attention that draws protesters. "He is running for president," declared Mark Rabonowitz, a 30-year-old Maryland writer and activist who demonstrated at Powell's appearance at Washington's Vertigo Books. "We need accountability for alleged sins, sins of other countries that kill civilians, and corruption in our military-political complex." That holding Powell accountable for such things does not appear to be a concern among the nearly 1,000 people who showed up to hear him in line at Vertigo, a bookstore a few blocks from the Pentagon. "Colin Powell is one of the most influential people of our time," says Jan Smith, a 54-year-old U.S. army major stationed at the Pentagon. While some left reporters, commentators and protesters gleefully snatched up the small bookshelves to record Powell's appearance, a self-organized group of citizens called the Colin Powell for President Committee submitted signatures for a draft Powell petition. Both Chambers, a Georgetown local public servant, passing by on an errand, quickly agreed to sign. "Powell represents a lot of what we don't see in today's politics—honesty, integrity, a sense of ethics and a very compelling sense of decency," says Chambers. "He could be a hero across the board for people, black and white."

The same cordial atmosphere occurs whenever Powell appears. "This is well beyond anything I've worked on, or any book tour that I've heard about," says Reddon House publisher Joan Rife. "It's a publicist's dream." It was also good business for Vertigo. Manager Bridget Warren says her store sold more than 1,200 books that day at \$25 each—the equivalent of a month's revenues. Those sorts of sales have propelled the 468-page memoir to the top of the major bookshelves. "We really needed a title like this, the way business has been going lately," admits a smiling Warren. The question arises in whether Powell will attempt to do for politics what he has already done for publishing.

PAK in Washington

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# World NOTES

## A NEAR MISS

Chetnik rebels assured their supporters for control just hours after an assassination attempt on a Russian peace negotiator. President Boris Yeltsin's personal envoy to Cherdynsk narrowly escaped death when a remote-controlled bomb exploded on a bridge outside the Chechen capital of Grozny. Moscow blamed Muslim separatists for the attack, which threatened to destroy a July 90 ceasefire and reignite the nine-month-old conflict.

## DEADLY HURRICANES

Hurricane Ismael whipped across Mexico's west coast rather than expected, catching fishermen off guard and killing more than 31 at sea. Thousands were left homeless after winds flogged rocky beaches. Further, another fierce storm, Hurricane Marilyn, raged across the Caribbean, hitting night people in the Virgin Islands and devastating the already tourism industry.

## MASS GRAVE DISCOVERY

An Egyptian newspaper reported the discovery of two mass graves in the Sinai Desert holding the remains of Egyptian prisoners executed by Israeli soldiers in decades-old wars. A former Egyptian sergeant in the 1967 Six Day War led journalists to the graves, which held the bones of more than 50 people. The report comes a month after an Israeli historian and a retired general alleged that Israeli troops killed unarmed civilians and POWs during the 1956 and 1967 wars.

## FINDING A DINOSAUR

An amateur archaeologist in Argentina has found a fossil of a controversial dinosaur that scientists believe was larger and lived earlier than the infamous meat eater Tyrannosaurus rex. Paleontologists, writing in the British journal *Nature*, say the creature was nearly 13 meters long and roamed the South American grasslands 20 million years before T. rex and weighed three tons more. It was a "non-Monster animal," said one researcher.

## HONG KONG PASSPORTS

Graveling with his government, the British government of Hong Kong said that citizens of the colony should be allowed to move to Britain as China prepares to take over in 1997. Governor Chris Patten also rejected suggestions that granting residency rights would attract millions of immigrants to Britain. "And to be blunt, if they did, they certainly wouldn't be living on the welfare state," he said in an apparent reference to the reputation Hong Kong citizens have for industriousness.



**DEATH SENTENCE ANGER:** Muslim students rally in Manila on behalf of Filipino maid Sarah Bakabagin, who has been sentenced to die by firing squad in the U.S. An Islamic court in the U.S. state rejected the state's plea that she raped her employer. She says she was raped by the Philippine government, occurred by the plight of millions of its citizens who work as overseas domestic, has intervened to try to save Bakabagin's life.

## Ending a sensational trial

After eight months of testimony and bitter courtroom confrontations, both the prosecution and defense raised their cases in the sensational murder trial of former football star O. J. Simpson, accused of killing his ex-wife Nicole Brown Simpson and her friend Ronald Goldman. The prosecution begins its closing arguments this week. Meanwhile, Los Angeles trial Judge Lance Ito delivered a setback to the defense by telling the jury they need not choose between simply convicting Simpson of first-degree murder or setting him free. They can instead convict him of second-degree murder if they believe Simpson is guilty but have any doubt that one or both of the murders were premeditated. The defense revised its case after Simpson made a brief statement, in the absence of the jury, denying guilt, and saying that he misses his children. Legal observers say the defense was damaged by Simpson's failure to testify and by the decision not to call several witnesses.

despite earlier promises to the contrary. But Simpson's lawyers were able to score points by discrediting key prosecution witnesses. Detective Mark Fuhrman as a racist.

## Moving the guns

Bosnian Serb rebels complied with a NATO ultimatum and returned 350 heavy weapons from around Sarajevo, sparking off further air bombardments. Elsewhere, Croat Muslim leaders promised U.S. diplomats they would end their offensive against the Serb stronghold of Banja Luka, when the Serbs deliver on their promise to relinquish control of the city to civilians. Both developments improved chances that the American-led peace talks could move forward. Meanwhile, nearly 300 Muslims were forced out of their homes by separatist Serbs in the central Russian town of Dagest, and the town was occupied by Serbian refugees fleeing a nearby Muslim assault.



## BUSINESS

# UP IN SMOKE

BY WARRICK CARAGATA

Canada's tobacco industry could be changing a place, even two. In February, 1994, after years of raising tobacco taxes at every opportunity, the federal government reversed course and slashed them by 85 a carton, a controversial but ultimately successful measure to curb cross-border cigarette smuggling. And last week, there was some good news for an industry that had become habituated to antitobacco. In a controversial ruling, the Supreme Court of Canada deemed that the 1986 Tobacco Products Control Act—widely viewed as a benchmark in the worldwide battle against smoking—was a constitutional ex-ante grounds that it imposed unreasonable limits on free speech. Forcing a public outcry, the country's cigarette manufacturers were quick to say they would not immediately flood the country with advertising. But there was no dampening their pleasure and satisfaction. "Of course, we were really excited," said Mary Trudelle, director of public affairs for Toronto-based I.Q. Macdonald Inc. "But people were quite ardent. There were no champagne corks popping. We just stuck with color and

color." And those who smoke, smoked, entirely enough. "I think cigar smokers at the industry might have kept a quiet," said Robert Parker, president of the Canadian Tobacco Manufacturers Council.

The Supreme Court decision came by the narrowest of margins, five to four, and followed a marathon court battle that stretched out over seven years and 21 days. The case pitted two of Canada's three big cigarette companies—I.Q. Macdonald and Imperial Tobacco—against the federal, Quebec and Ontario governments, as well as the Canadian Cancer Society and a long list of anti-health groups. It was a ruling that left anti-smoking lobbyists spluttering. Health Minister Diana Marleau responded, and Ottawa's tobacco policy in letters. But for those who have been watching recent court rulings closely, the victory for the cigarette companies was not completely unexpected. It follows a similar triumph by statistics on June 13 in the Federal Court, which struck down a prohibition against television advertising of hard liquor. In both cases, the courts ruled that the action of the Charter of Rights protecting free speech could override cigarette messages as well as social disapproval.

But although the Supreme Court decision means the tobacco law is now dead and buried, the tobacco companies said they would continue to act as though it was still in effect. That undertaking will be while the industry consults with Marleau and her officials. Parker said a new conference, in fact, the promise was made three days before the decision came down, as a letter to Marleau from Parker. "The industry will continue," the letter said, "to comply with the current legislation pending study of the decision and consultation with you and your officials." Parker displayed the fees expressed by some anti-smoking advocates that school playgrounds would now be surrounded by billboards with tobacco ads. "Is it going to change the land speed? No, I don't think so." And he also acknowledged that the industry is not about to use the ruling to push the government to remove some of the restrictions that the companies face. "The right we're looking for is not the right to advertise with no restrictions whatever," he said.

The law, a legacy of the former Conservative government, had banned all forms of advertising and forced companies to print stark and unadorned warnings on cigarette packs

ages. The warnings will not disappear, but they will not certainly gain some attribution to indicate governmental involvement. (The industry complains that the current warning implies that the companies themselves are telling people not to smoke.) The industry may also accept some sort of public relations television advertising, Parker predicted, noting that the tobacco companies themselves had voluntarily pulled their TV ads in 1992. "I'd be very surprised to see it return," he said. At I.Q. Macdonald, Trudelle echoed a similar view. "It's not true that we will be so TV and advertising everywhere just because the law has been overturned," she told *Maclean's*. "We want to reassure the public that we are not going to take this right to advertise lightly."

On the contrary, the cigarette companies say will be in the process of losing a war that started in earnest in 31 years ago when U.S. Surgeon General Louis Terry and the American Medical Association drew a firm link between smoking and lung cancer. And

**■ Tobacco ads from the 1960s, before the ban, selling cigarettes (left); the court ruled that the prohibition imposed unreasonable limits on free speech**



## The tobacco industry concedes that it must now avoid wholesale promotion

while the industry has long been famous for denying any such health risks, even Parker now concedes them. "There's lots of information out there, thousands of studies, that demonstrate the risks to health that are associated with smoking," he said, adding that he himself at an "occasional" smoker who has not smoked since he quit. In the United States, where the tobacco industry is well entrenched and politically powerful, President Bill Clinton has announced a range of anti-cancer measures, and the Food and Drug Administration is considering a declaration that nicotine in tobacco is a addictive drug.

In short, public opinion has changed and the industry acknowledges that it must now avoid wholesale promotion of a product that many people consider unacceptable. Peter Swan, president of Media Group Services in Toronto, said he does not expect an "avalanche of advertising" from the tobacco companies. "They'll have to be brain dead to think their assets in public opinion and the government." Since health groups, while disappointed with the ruling, share the view that the companies are unlikely to go on an advertising binge far from a public back lash. "It's going to be very hard to go back," said Ken Kyle, director of public relations for the Canadian Cancer Society. "We've just need to saving billboards in our face with cigarette packs on them."

Despite the ruling, the government will not back down from its aim to get Canadians to quit smoking or never start. More than 45,000 Canadians a year die as a direct result of tobacco use and the government is "going to do everything we can to stop it,"

Don Wainwright Liberal MP for Pictou, a medical doctor, admitted that the decision poses a dilemma for Ottawa. He proposed that the government could make the law but not the notwithstanding clause of the Charter of Rights to either it from court challenges. While Marleau did not directly rule out that idea, she suggested that it is first one by the federal government to make the charter would be unlikely. "The charter is a statute of the federal government. I think we'll have to leave that to our own."

The Supreme Court did give the government some broad hints about what legislation might pass constitutional review. Health ministers, with officials, "we should be played" on cigarette packages, Justice Frank Iacobucci wrote. And there were strong indications that the court might uphold bans on promotions directed at adolescents and on so-called lifestyle ads, in which the focus is generally on attractive young people rather than product itself. The prohibition, Iacobucci and other judges wrote in the majority decision, was the "total and absolute ban on advertising without a payable basis for it."

In fact, in the final end, the decision was made that it may well be possible for Ottawa to craft tough legislation against the tobacco industry that would be challenged. The court simply said it had no problem with the federal government's desire to treat tobacco products and advertising as a "total exercise of the criminal law power." The court also described tobacco's effects as "evil" and noted that the "detrimental health effects caused by tobacco consumption" had been "clearly demonstrated" during the case. The ruling was not based on health considerations but on the court's expressed intention to limit the state's general constitutional rights. (The fact that the legislation was that the government can prove that less direct evidence of health concerns would be the same problem. "Several less in more alternative measures would have been a reasonable expansion of the right to free expression," Justice Beverly MacLachlin wrote.

Free-smoking activists say the judgment could actually leave the government to get together with the industry, perhaps by evicting tobacco products under the 1986 Tobacco Products Act. Said time McGee, counsel for the Non-Smokers' Rights Association. "This decision says that if you have a problem with the way a product is sold, the product, not the advertising." The tobacco war, it seems, is far from over.

With E. KATE FLITTON and LANCE FINNEY in Ottawa and PATRICIA LAMARCA in Toronto

# The shock effect

Advertisers face a backlash over sexual images

Well before the campaign became controversial, 17-year-old Kevin Thomson could think of a few choice words to describe Kevin Klein's most recent jeans advertisement. For some of them, "The posters were supposed to be provocative and innocent, hot and sexy. The models look like they feel good about themselves," says Thomson, who first encountered the images this summer in the teen edition and grew up watching *Living and Modern*. Klein, whose provocative advertising long ago earned him a reputation as an iconoclast even in the tiny fashion world, cancelled the campaign in both Canada and the United States earlier this month amid a storm of outrage from consumers and child-welfare advocates. Thomson's views, however, have not changed. "I can go to the movies and see worse things," the Toronto Grade 12 student says. "I just don't see what's wrong with it."

If some teenagers were ready to accept Klein's message, many adults certainly were not. The U.S. Federal Bureau of Investigation last week was investigating the campaign—which featured pubescent-looking models posing in underwear or pants in a sexually suggestive—to determine if Klein broke child pornography laws by using models under the age of 18. In Canada, Klein can argue in one of several that have recently closed fire. In two other cases—one involving a high-rise department store chain and the other a trendy new eyeglass outlet—advertisers have been forced to take the sex out of their ads or cancel them altogether. The message: public reaction to the use of ads in advertising—especially when it suggests violence or exploitation—seems to be on the rise. "I think there is a more conservative attitude in our society," says Bonnie Kerley, vice president of business affairs for the Canadian Advertising Association (CNA). "Ten years ago, sexuality was not nearly the issue it is now."

Upside clothing retailer Holt Renfrew discovered that in early September when it placed an ad for the French perfume Jai-Pur in a quarterly fashion supplement published

by *The Globe and Mail*. Designed in France, the black-and-white ad showed a naked woman whose breasts were bound behind her back by a beehive-shaped perfume bottle. Within hours of the ad's release, says Gwen Gibson, the company's director of promotions and publicity, angry customers were calling Holt Renfrew to complain. The com-



Ads for *Gabriel Klein* jeans, *Jai-Pur* perfume (left) and Toronto-based eyeglasses store (*Shelley*) may



pany promptly cancelled the Jai-Pur ads and were not expecting any criticism. "Obviously, if we thought somebody was going to be offended we would not have run it," she added. Still, the same image has drawn

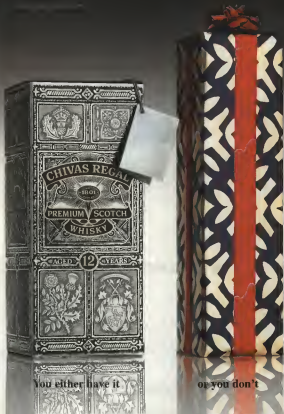
severe objections elsewhere. Earlier this year, the French makers of Jai-Pur were forced to pull their ads from the subway system in London, amid complaints that the campaign was "glorifying bondage and degradation." The Toronto-based feminist lobby group MediaWatch, meanwhile, says it has received "six or eight calls" from people who believe the ad glorified bondage. Some editors thought it particularly offensive in light of the summer's media coverage of the Paul Bernardo murder trial.

Shari Graydon, the Vancouver-based president of MediaWatch, says she was shocked to learn the ad had appeared in Canada. For the past year, she has used it in letters to denigrate what she sees as a trend towards the

use of explicit sexuality in advertising. "For most people, it's pretty well evident that there's an implied sexual element to it," she says. "But I think that is heightened right now because of the attention that has been paid to the Bernardo trial."

Graydon adds that MediaWatch has received more complaints about Klein Klein's frequent depictions of pubescent sexuality—beginning with a much-publicized campaign featuring 15-year-old Brooke Shields in 1990—than any other advertiser. She found the most recent campaign especially "grotesque" because it contrasts with heightened concern about the sexual abuse of children. He seems to draw extra attention to the product itself, it even more distasteful. "It really depresses me that the guy should make money out of something like this that is fundamentally unattractive, manipulative and exploitative," says Graydon.

Although Klein himself has insisted that the campaign was not pornographic, the head of the agency that placed the ads in Canada acknowledges he knew they would offend some people. He also believed they



You either have it

or you don't

would appeal to their intended audience: teenagers and young adults. Jim Teigen, president of the Toronto-based ad agency B&P, says that before he bought space for the ads in tourist shelters and overseas billboards in Montreal, Toronto and Vancouver, as well as broadcast time on MuchMusic, he solicited the views of "real parents in their early 30s. 'They thought the scene gross,' he says. Later, after the FBI launched its investigation in late August, he took the video versions home and played them for his two teenage children and their friends—including Hanson. Is the TV spots on screen older male with a hand full of video cassettes in the pocket the nearest models to children their parents, asks if they ever posed nude before and prances their physicians. Observer Edition "It was like 'If you're taking this the wrong way, it's all in your mind—I'm just making a little warning about this.' But his guys' Teigen agrees the campaign pushed the limits of acceptability (but that, he says, is exactly what the best advertising does. "Our aim is not to offend anybody. Our aim is to sell cars."



Teigen: the goal is to attract attention

Many experts, however, believe that public advertising is a worst means of advertising in history. A recent academic study of consumer attitudes in the *Journal of Advertising* concluded that "the age-old notion that sex sells may be as validly today as it was in the 1950s because of widespread concern about nudity and sexual harassment." "I think we've got a conservative world in society," says Tony Heston, a University of Southern Mississippi marketing professor who co-wrote the report. "Advertisers may have just been caught literally with their pants down."

Butler has also detected a new conservatism among consumers. Sexual imagery is now the single biggest cause of complaints to the CAA, which admonishes a voluntary set of guidelines on advertising content. What's more, she says, advertisers can no longer get away with any of the things they could have used even five years ago. Kieker points to a controversy in Toronto this summer over a billboard for Switch watches that featured a photo of a woman from the neck down clutching her blouse—no bra—on the left side.

Teigen, who says he is not a censor, says that the watches were "shock resistant." Kieker believes that, well-meaning, critics like this would have attracted too many complaints. Instead, Switch with drew the ad after a barrage of criticism that it exploited women.

Even so, most advertisers agree that how far they can go depends largely on where the images appear. The Japan campaign that embarrassed Holi Kreiflow is so popular in France it has been turned into

Cometcom across Canada; they cannot easily switch off or put aside. "It's an agency was rather quickly driven home this would be the owners of Goldstein & Son, a newly opened Toronto eyeglass company that is planning to open stores across Canada. The store's agency, K. D. Black & Co., designed two shelter ads with the caption "If you need to see" alongside images of naked men and women with black bars covering their genitals and breasts. At Mediacom's request, the advertising foundation reviewed the ad and concluded it violated guidelines because the images were "intently irrelevant." Is the product not more "relevant to girls' attention?"

Mediacom has now accepted a new version of the poster—with large black circles replacing the black bars. McKinnon says he believed the original version was innocuous, for a shelter shelter business such ads are highly visible and because many women would feel vulnerable standing in front of them late at night. But Denis Black, the agency's president, cautions that the more attention to qualified censorship. "I think pushing the envelope is our profession shouldn't be interpreted to mean 'You just are necessarily offending people,'" he says. "It's not so much that people really are less tolerant, and that's why we would have liked to get the ad out of the picture."

Black, in fact, is determined to press on with the advertising campaign he designed for Goldstein & Son. The original version of the ad demand decline by the CAA is now running in three alternative weekly newspapers in Toronto. And for extra publicity, the agency has created a series of public policy posters—one of which features a photograph of dozens of sperm cells swimming in the same direction. Along them, one cell is heading in the opposite direction, wearing a pair of red glasses. Like Kieker, Black says his goal is to represent rugged individuality.

Of course, the whole point of advertising has always been to attract attention. And depending on the client, controversy is not always a bad thing—a point illustrated by the continuing popularity of Kieker's demands. "Advertisers have always been built on sexual scandals," says Shelley Anderson, creative director in the Toronto office of J. Walter Thompson, a major international agency. Still, many advertisers say that, in the current climate, they need to be more sensitive to public concern about the increase of sexual images. "The challenge," says Teigen, "is to come up with something just as provocative."

And the question is not whether advertisers will continue to defy convention, but how. The challenge is to come up with something just as provocative. And the question is not whether advertisers will continue to defy convention, but how.

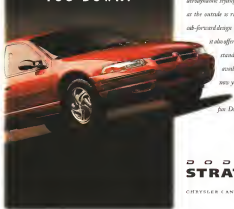
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YOU DOWN!



Who says the average family sedan leaves a lot to be desired. Like power, performance and style, for starters. That's why Chrysler created Dodge Stratus, a family sedan that looks and feels like a sports car. It boasts an optional 24-valve 2.5 litre V-6 engine, double wishbone suspension and sleek aerodynamic styling. The inside's so roomy as the outside is racy, thanks to Stratus' cab-forward design. And if that's not enough,

it also offers sport-sensitive steering, standard dual air bags and available anti-lock brakes. So now you can speed the family, without spooking your four Dodge Stratus. It's all Dodge.

DODGE  
STRATUS

CHRYSLER CANADA 1 800 361 5700

## NO SEX PLEASE

Excerpts from the Canadian Advertising Foundation's voluntary guidelines on gender portrayal

- Advertising must avoid the exploitation of nudity and the irrelevant sexualization of body parts
- Boys and girls under 16 must not be portrayed as displaying adult sexual characteristics. Adult women must not be portrayed as girls or with obvious characteristics while maintaining adult sexual characteristics.
- Social and sexual interactions must portray women and men as equals and must not reinforce stereotypes, such as male dominance/female submissive.
- Using or displaying a woman's sexuality in order to sell a product that has no relation to sexuality is by definition sexually exploitative.
- Advertising must not portray sexual harassment as acceptable or normal, and should avoid representing women as prey or objects of uncontrolled desire.

# Let's make a deal

Baton moves a step closer to taking control of CTV



CTV newsmen in Toronto in new spirit of co-operation

A North America's major networks were launching some of their new fall television series last week. CTV celebrated the latest episode of its new lineup with a special event. The event included several of Canada's major private broadcasting companies, each of which owns a piece of CTV Television Network Ltd. And the plan was simple: which among them will ultimately assume majority control of the country's most-watched television network? It is a struggle that has continued, off and on, for years, but at least a conclusion may be at sight—with Baton Broadcasting Inc., controlled by Toronto's Baton family, the most likely winner.

In marked contrast to the fractious battles that have erupted over CTV in the past, all of the companies associated with last week's event pronounced themselves happy with the outcome. The series of deals began when the Canadian Radio/Television and Telecommunications Commission (CRTC) forced Rogers Communications Inc. of Toronto, Canada's largest communications

company, to sell Calgary television station CFCN, through which it owned a share in CTV. Rogers acquired CFCN last year as its 60-billion takeover of Mediacorp Hunter Ltd., publisher of *Maclean's*. That set off a knee-deep asset swap that gave Rogers a larger share of the cable audience in the fast-growing British Columbia market. Shaw Communications Inc. of Calgary gained control of the CTV specialty channel and a new interest in New Country Network. Meanwhile, Bore-

stone Ltd., which has CTV stations in Rochester, Ont. and Edmonton, acquired a half interest in six Saskatchewan TV stations and CFCN, thus, while giving up half of its interest in the Saskatchewan stations, kept the other half of CFCN, acquired a half interest in Electrohouse's Rochester station CFCO and doubled its stake in CTV to 29 per cent, making it the network's largest shareholder.

The biggest beneficiaries of last week's deals appears to be CTV itself, whose owners were finally willing to resolve their differences "instead of waging war with each other," said Jean Fries, executive vice-president of Baton. "They're going to find new ways of helping each other while they help themselves." In fact, some observers said that the shuffle is part of a recent trend towards alliances among Canadian media companies. "In the next few years," predicted one insider, "you're going to see more people in the television industry getting into bed with each other than you would on a wide range of Midway Place."

For viewers and advertisers, the most important indicator of last week's shuffle is undoubtedly the impact on CTV. Peter Legault, an analyst with Thomson Securities and Co. in Toronto, says that CTV badly needs a dramatic move to improve its programming mix and boost its financial performance. "They've got good programming now," said Legault, "but they're also lost a lot of other good programs to Global and other competitors." He said that the committee-style control structure of CTV has made it difficult for the network to be quick and decisive. A dominant owner might even invest more money in Canadian production. "Baton has certainly done a lot of Canadian production," said Legault, "and I'm assuming that would flow over into CTV." Legault added that he expects the companies involved in the asset swap will promise to spend more money on Canadian production as an incentive for the CRTC to approve the deal.

CTV's seven shareholders have been arguing about the network's future since the late 1980s, when the economic slowdown and increasing competition began to eat into television revenues. The disagreement was so heated that Baton's president, Doug Bassett, told a CRTC hearing in 1992 that he defined the network as "a group of people quarrelling." During the same hearing, Bassett mentioned an audible string of obscenities as he listened to an Electrohouse



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## THE TV SHUFFLE

**Baton Broadcasting:** Owns half of CFCN, CTV's Calgary affiliate, from Rogers Communications, and owns a second and an CTV's seven major boards. Baton's partner in the deal, Electrohouse, controls a third CTV vote through its ownership of CFCN in Edmonton.

**Rogers Communications:** Gives up CFCN and minority stakes in TVR and the New Country Network, but acquires 64,000 Vancouver-area cable subscriptions from Shaw Communications. By consolidating its position in the U.C. Lower Mainland, Rogers increases its strength against potential new competitors, including direct-broadcast satellites and free phone companies.

**Show Communications:** In return for its Vancouver cable subscriptions, Rogers gives up its 29 per cent stake in TVR and 29 per cent share of the New Country Network. That gives Show a greater role in programming, as it prepares to enter the direct-broadcast satellite business.



# Preventing osteoporosis at all ages

## How to Lower Your Risk

You can take steps at any age to lower your risk of developing osteoporosis.

Childhood, adolescence and the young adult years are the best times to build a reserve of bone tissue so that when you begin to lose bone after age 35, you have sufficient bone mass to cover your losses. Multiple offers an opportunity to preserve bone mass and assure bone health in future years. In later life, those who have already developed osteoporosis can take measures to prevent further bone loss and fractures.

Preventive care means eating a balanced calcium-rich diet, exercising regularly and avoiding cigarettes, too much alcohol or caffeine (coffee or cola) and crash diets at all ages.

## Calcium - Important at Any Age

A balanced diet rich in a variety of vitamins and minerals is important to keep your bodies healthy. Calcium is particularly needed for strong bones. A diet lacking in calcium-rich foods typically provides only about 200 to 300 mg of calcium per day when the average 3000 mg is required.

Get to know the calcium-rich foods and include them in your menu. Dairy products like milk, cheese and yogurt, as well as sardines and canned salmon with bones provide the most consistent and plentiful source of calcium. Some green, leafy vegetables like broccoli and kale also provide calcium. Sprites low for dairy products to avoid too much fat.

Consult your doctor or dietitian if you are not consuming enough calcium from food. You may need a calcium supplement.

## Walking for Stronger Bones

Try weight-bearing exercises like walking 2-3 times a week to build stronger bones at any age. Walking is a low-impact exercise and consistent your cardiovascular system, reduces stress and improves muscle tone. Regular exercise will give your self-image and confidence a boost!

## Lifestyle Tips - Bending and Lifting

Proper body mechanics are important whether or not you've been diagnosed with osteoporosis. Developing good habits early in life will help you avoid putting abnormal stress on the spine.

Never bend over to pick up an object causing your back to be parallel to the ground. This position places a great deal of stress on the back.

Avoid forward bending from the spine (i.e. to tie your shoelaces). When standing to brush your teeth or wash dishes, try not to bend from the waist, but rather bend at the knees.



WRONG

RIGHT

## Who treats osteoporosis?

Today all primary-care physicians are urged to look for signs of osteoporosis in older patients and to educate all of their female patients about osteoporosis prevention. If your doctor hasn't talked with you about osteoporosis, you may want to bring up the topic yourself during your next checkup.

The Osteoporosis Society of Canada can help you updated on medical developments pertinent to your condition. They can also provide tips on diet and exercise to make your bones stronger and a list of support groups in your area.

## Partners in Building Better Bones



Daily Release of Canada

The Osteoporosis Society of Canada is here to help. Call 1-800-463-9010 for more information.



Osteoporosis Society of Canada

## BUSINESS

protection. The deal feelings are so deep that the network resorted to hiring a conflict-resolution specialist from Harvard University to coach the rival companies on ways they could resolve some of their differences.

The history of enlightening has made it harder for the network to address the fundamental problem with which the industry is wrestling. "When you have a situation like this as a company it's almost like a 'no-win' opportunity," said Ann Roden, president of the Toronto-based advertising agency McKim Media Group. "The industry is doing a lot of interesting right now and CTV has been able to use the leadership role that it has in the past."

If the CBC approves all the transactions proposed in last week's deal, CTV will be a step closer to having more focused ownership. However, which ones 11 of CTV's 35 affiliate stations, will own two of the network's seven shares. It has also reached a new and much freer relationship with one of its oldest antagonists, Electrovision, which is expected to result in Electrovision exiting its vote with House (owners of both companies) and published reports that Electrovision has signed an agreement giving them control over its vote. If the alliance holds, it would be only one vote short of a majority, something that Bassett and Blaton have sought for years. That role could come from any of the network's other shareholders.

Media Communications Ltd. of Winnipeg, which owns the CTV affiliate CTV 2 in Windsor, CHUM Ltd. of Toronto, which owns three CTV stations, CFTF Inc. of Montreal, which owns one, and Vancouver's KIC West Inc. (an international Communications Ltd.) which owns two CTV affiliates.

But even with the new coalition change at CTV, few people hold out much prospect for a close alliance between Blaton and WIC. The Vancouver company, controlled by the Goldstein family, is Blaton's chief rival at the network. And WIC president and chief executive Doug Holby said Monday that he will not comment on whether WIC will make its own bid for control of CTV.

Last week's deal, however, does not necessarily make WIC's position as the next most powerful. Holby said that CTV's managers, led by John Casagrande, have made a number of changes at the network, including laying off about 100 employees—50 per cent of the network's full-time staff—and reducing other costs so that the network is no longer losing money. "I wouldn't agree that there are tensions between shareholders now," said Holby. "The board meetings are very cooperative and constructive. We have a strong management team and they've made great strides over the last few years."

Perhaps, but the last time Blaton resigned over CTV last week was, what did WIC do next? And since Holby has not saying, CTV watchers will have to stay tuned for the next episode of the long-running saga.

BRISBANE, BRITAIN

# Politics for profit

Serve all of those conflicting economic interests. That's the business of "politics" for an independent society in Quebec. According to a growing number of American financial analysts, it's hard to see Canadian case to their series and recognized that the separation of Quebec is nearly a sound business proposition. If we didn't have such vibrant neighbors in the south, we might have completely overlooked such a golden opportunity to profit from five decades of our own country.

It's neighbors like Dennis Gattuso who agree to save Canadians from such short-sighted daily Gattuso, the publisher of a daily bulletin on global capital markets, is probably the only person Quebec separated living in St. Louis. To that at a time when many Canadians despair about the future of their country, he is positively gleeful about the economic prospects for both sides of Canada and Quebec would only agree to go there again.

While Gattuso says that by understanding all the "bubbling and grunting of teeth" over the fate of Quebec, he is still convinced that it will be "the best deal of all possible worlds" at Quebec strikes out on its own. It would bring Canada's chronic political instability to an end. And the creation of a Confederation would be stronger if Quebec and its transfer payments were off the books, to improve.

In Gattuso's view, a healthy independent Canada would suddenly be able to profit from the investment and business strategies implemented by Ottawa and the provinces. And he doesn't seem to be much troubled by the risk that even a temporary loss of separation among the financial markets might derail the carefully calculated program of cuts he expects to be made. Nor does Gattuso later in the possibility that, even if Quebec succeeds, the rest of Canada may not be held legally liable for its share of the national debt.

As for Quebec, Gattuso reasons that there is plenty of historical evidence to support the fact that when across strategies—as well as pure strategy—will be able to find their way to their end. He predicts that if Quebecers note last November's report on Oct. 30, they will be swept up in a wave of national pride—which, in turn, will greatly enhance their productivity and their drive for economic self-sufficiency.



BY DENNIS GATTUSO

support last year when across strategies—as well as pure strategy—will be able to find their way to their end. He predicts that if Quebecers note last November's report on Oct. 30, they will be swept up in a wave of national pride—which, in turn, will greatly enhance their productivity and their drive for economic self-sufficiency.

If Gattuso's bullish stance is not convincing enough, other American pundits have volunteered their own nationalistic views of an independent Quebec. Last week, a group of four independent U.S. financial analysts released a report declaring that separation would have a "net-zero to positive" effect on Quebec's future—and present—debts.

Quebec has accumulated about \$60 billion of its own debt and there is a good chance that it would have to increase much as \$150 billion of Canada's national debt as well. Nevertheless, the report seems to assume that international capital markets will take that on strike. It stated that "a good part of the strength of the financial sectors is carried by emotional rhetoric rather than serious analysis."

Probably, within hours of its release in New York, Quebec's senior managers publicly embraced the study, despite the fact that Bernard Landry already dismissed the "emotional rhetoric" of federal politicians and business leaders.

The catch is that, regardless of what investors and theorists choose to believe, financial markets are built on a wave of over-optimism—on such it is not as that an legislative assembly. And because of advanced technology, those emotions and news computer screens around the clock, reflecting every mood swing and every rumor in such currency today. In fact, there would be little or no real market activity if four and five were even factored out of the equation. The great shame is that Canada keeps giving capital markets—and our neighbors—no much opportunity to play their games on our turf.

## London, hosting a study

Bernard Landry already dismissed the "emotional rhetoric" of federal politicians and business leaders.

## RISK FACTORS

"Yes" answers indicate increased risk of osteoporosis.

- Female?
- Caucasian or Asian?
- Smoker, with small bones?
- Low-calcium diet?
- Lower estrogen levels because of menopause?
- Physically inactive?
- A cigarette smoker?
- Family history of osteoporosis?
- Too much coffee or alcohol?

## STRENGTH OF EXPERIENCE

Analyst's experience in various capacities

Confident business experience in marketing

Interpret inventory control

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CAs are highly educated and well trained in a wide variety of businesses, which means they do more than financial analysis. With a CA, you get strength beyond numbers.



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numbers

### AT&T PLANS DIVORCE

In a bold but risky move, the world's largest telecommunications company plans to split itself into three independent corporations. AT&T Corp. said that it intends to spin off its computer unit and its equipment operations in order to concentrate on its core communications business. Analysts said the plan should make AT&T a more viable global competitor, but that it will lose some of the advantages it has had as an integrated company.

### VIDEO FORMAT APPROVED

After months of public sparring, computer manufacturers, Hollywood film studios and retail consumer electronics giants Sony and Toshiba have agreed on a universal format for a new generation of video compact discs. The pact, which averts an industry war similar to the vhs-Beta rivalry in the early 1980s, means that, starting late next year, consumers will be able to buy or rent movies on compact discs that produce cinema-quality pictures and sound.

### LUTZ SLAMS KERKORIAN

Robert Lutz, the popular president of Chrysler Corp., said he would probably quit his post if investor Rob Kerkorian succeeded in his hostile bid for the automaker. Lutz made the remark after one of Kerkorian's associates praised him as "arguably the best product-development executive in the business on a worldwide basis."

### INTEL'S NEXT CHIP

Intel Corp., the world's leading manufacturer of microprocessor chips, confirmed that it will launch a successor to the Pentium chip later this year. The new product, to be called the Pentium Pro, will be targeted mainly to business customers and high-end desktop computers.

### NEWSPAPERS SLIDE

Canada's daily newspapers suffered a 3.8-per-cent loss in circulation in the year to March 31, continuing a trend that began in the late 1980s. The Canadian Daily Newspaper Association attributed the decline to readership to the recent hockey and baseball strikes, as well as higher prices dictated by increases in the cost of newspapers.

### U.S. GIANT EYES MAIT

Comcast Inc., a U.S. food giant, launched a \$205-million takeover bid for Canada's Maitland Co., one of the world's largest meat producers. Canada's fifth-largest major shareholders, Melton Cos. Ltd. and Loblaw Dining Co. Ltd., have been searching for a buyer for the past six months. Mait is a key ingredient in beef.

# Business NOTES



**MAKING CHANGE:** Wildlife artist Brock Townsend displays his design for the new \$2 coin during a ceremony at the Metropolitan Toronto Zoo. The coin, which shows an adult male polar bear on an ice floe, will be slightly larger than the \$1 piece, comprising an outer rim of nickel and a bronze centre. The Royal Canadian Mint plans to launch the coin in February, after which the \$2 bill will be gradually phased out.

## Systemhouse bid

Two Canadian computer service companies are vying for a mix of accounts in the consumer and corporate industries. 360, Systemhouse Inc., an Ottawa-based computer systems developer, has accepted a \$1-billion bid from MCI Communications Corp. of Washington, D.C. Analysts say the merger will be especially beneficial for 360, which until now has too small a company with relatively few MCI products. Gerald Taylor predicts the marriage will generate additional qualified revenue of up to \$2 billion over the next four years. John Givens, MCI's chairman, said he expects his 1,300-strong workforce to quadruple.

Meanwhile, shareholders of Montreal-based GMI Group Inc. are waiting to hear if they are locked in to an "irrevocable" takeover agreement even though a second, more profitable offer has been made for the company. GMI's three largest shareholders had pledged to tender their shares to Aendahl Corp., a U.S. manufacturer of machine com-

ponents. But since International Inc. of Montreal, which is in the same technology service business as GMI, last week offered the Montreal company \$9 a share, for a total purchase price of \$120 million. That topped Aendahl's bid by 75 cents a share.

## Time-Turner deal

Directors of Time Warner Inc. gave their approval to that company's takeover of Ted Turner's cable television empire, which includes CNN. Time Warner, already the world's biggest media and entertainment company, will pay for the purchase by issuing \$15.3 billion in new stock. Turner, a dramatic pioneer of the cable industry, will become a major shareholder and vice chairman of the combined company. Time Warner chairman Gerald Levin called the purchase a "dream deal," crediting Turner's cable properties and entertainment film libraries with the Warner Bros. movie studio, major music labels, Home Box Office and magazines such as Time, Fortune and Sports Illustrated.



# Gil Rémillard: a voice of reason speaks out

BY PETER C. NEWMAN

Every society is blessed with people who become its teachers, men and women who speak and act out of conscience and wisdom, instead of self-interest and expediency. In Quebec, one of those teachers is Gil Rémillard, an ardent nationalist whose three books on constitutional law have become standard texts in Quebec universities. During the negotiations leading up to the Meech Lake and Charlottetown accords, Rémillard was Robert Bourassa's hardline "bad cop," pushing the province's demands almost to their breaking point. As minister of both justice and intergovernmental affairs, he was one of the main influences in persuading the premier to call the October 1992 constitutional convention that was part of the national vote that defeated the Charlottetown accord.

Neither a convinced federalist nor a determined separatist, he was one of those deep thinkers who, when pressed, would come down on the side of saving Quebec to be a nation, without necessarily becoming an independent state.

Such ambivalence has vanished—he stands firmly on the No side of the current debate, convinced that "the question being posed by the Parti Québécois and Jacques Parizeau's partners cannot be the matter of legal and legitimate separation of Quebec from the Canadian Confederation." Now a practicing lawyer and professor at the École nationale d'administration publique in Montreal, he is equally appalled by former Bloc leader Jean Charest's claim that if Quebecers oppose separatism, they will be humiliated and permanently on their knees. "The challenge we have as federalists," he told me last week, "is to convince Quebecers who vote No that they will preserve their negotiating powers because they are not always in voting future constitutional modifications."

He is upset by the wording of the referendum question because it's so ambiguous that

*"Talking about sovereignty for either Canada or Quebec is a little bit irrelevant, when we realize what's going on in the world"*

he fears some Quebecers might be misled into believing that if they vote No, nothing much will change, because Quebec would be able to negotiate an economic and political partnership with Canada. "It's not going to happen," he says. "Quebecers must finally understand that they are really voting for or against secession, and the most important challenge for us during the campaign is that they are made to understand quite clearly that if they vote Yes, they are choosing to become independent."

Rémillard is supremely confident that the No side will win on Oct. 30, but feels strongly that the voters who oppose secession shouldn't be made to feel that they're merely compensating the status quo. Significantly, he has stepped beyond the domestic quarrels of Quebec and is currently writing and talking about the fate of globalized world with Canada and Quebec will have to deal with once the referendum is over. "Talking about sovereignty for either Canada or Quebec is a little bit irrelevant, when we realize what's going on in the world," says the former cabinet minister who, in June, was named an international conference on the effects of globalization. "We have to take ad-

vantage of this campaign to convince Quebecers that the opening to their aspirations, if that's the right description, is outside the country in the age of globalized economies. We have to stay very strong together, and make sure we get our proper share of the global markets."

Rémillard, who studied at the University of New in southern France and has taught at Laval, attained a fearful reputation during the Bourassa years because he always seemed to be pushing the conservative-provincialist line into the compromising wilderness. His aim was to repatriate Quebec to the Canadian Constitution, following its evolution during the Trudeau-sponsored Constitution making of 1982. He saw the Meech Lake agreement and later the Charlottetown accord as the ideal ways to achieve that truly great, and still proven, for his father. "The five basic conditions we set were the most reasonable ever demanded by a Quebec government," he maintains, "and except for the distinct society clause, they were extremely important for the other provinces as well. When Clyde Wells refused to accept his own signature that was extremely serious within a federal state where we are all supposed to treat one another."

He continues: "Federalism is fundamentally a compromise, and within a compromise there can always be movement. In Quebec, we have to figure out the best way we can share what we have in common with the rest of the country, yet have them respect our specificity. We can only treat as Canadians and federators by inventing a new structure. Perhaps a consideration of regions might be interesting."

"For me, the greatest challenge of democracy is to limit the possibilities of abusing power, and that comes from my having grown up in the repressive Dupleix era. We have to rediscover the spirit of Meech again, when everyone rose above partisan considerations. Unfortunately, in the political arena, things are never said that date, and politicians usually do a double take."

The shift in Rémillard's thinking has been reflected in his book *Life: When René Lévesque and his associates took power in 1976, Rémillard's wife, Marie, was appointed chief of cabinet. It was the chief of cabinet Jean-Yves Rodrigue, and later in the office of communications minister Jean François Fortin. Now, she is a confirmed federalist who manages a Montreal section on behalf of the publishing conglomerate Quebecor Inc. Rémillard himself, however, remains a federalist and writes about both his federalist and globalization prospects. "After the referendum," he says, "we'll have to explore something very important to Quebecers about the international challenges we'll all face."*

Meanwhile, like many thoughtful Quebec nationalists who, once the momentary radical fervor of Oct. 30 recedes, recognize that separation has become a historical phenomenon—going backwards

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# Star of the Sitcoms

As *Friends* leads the Gen-X TV invasion, Canadian Matthew Perry is riding high

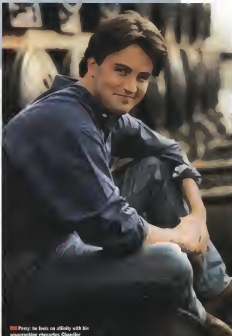
BY JOE CHIDLEY

Matthew Perry is sitting on top of the world—make that on top of the Hollywood Hills. Well, actually, he is sitting on a couch, as his home over the top of the Hollywood Hills. But it is a nice home, with a spectacular view—strongly reminiscent of Los Angeles in the north. There is a black Porsche sitting outside the secluded three-bedroom house, which he moved into only four months ago. In the kitchen, there is a brand-new refrigerator, also black. "Pretty neat, huh?" Perry says as he grabs two Cokes from the fridge (just much else is there, by the way). And as the cast bedevils, Hispanic workmen are busy painting the flaming saucers in a mosaic of monochromatic shades and drosses. "They're just making a desk in my office," says Perry—but then he catches himself. "I would not add there—a desk in my office. I even threw in the word 'office' just to make you really surprised."

He doesn't need to boast. Matthew Perry is almost all grown up—and at just the right time. Now 26, the Ottawa native has caught a wave that is changing the face of network television, not to mention his cultural circumstances. In its first season last year, the half-hour NBC sitcom *Friends*, in which Perry costars as the wisecracking but basically unhappy Chandler, is an immediate cast of twenty something, consistently ranked in the top 30 in the ratings, in many weeks finishing the No. 3 spot, behind the long-running hit sitcom *Seinfeld* and the medical drama *ER*. During the season, *Friends* was voted the No. 1 (most) show in the United States, and its season opener last week on CanWest Global in Canada was one of the most hotly anticipated premieres of the new TV season.

Call it the *Friends* phenomenon. The faces of the cast—Perry, David Schwimmer (Ross), Matt LeBlanc (Joey), Lisa Kudrow (Phoebe), Jennifer Aniston (Rachel) and Courtney Cox (Monica)—have been studies of lifestyle and contemporary teenage culture for the past year. The show's theme song, an instantly catchy tune called *Tell Me There Are Hot Tapped the pop charts this summer. Keri Martinelli—the cast's little monkey mascot by the show—got some high-profile movie work during the off-season with a starring role in the Kevin Kline film *Drill, Team, Drill*.*

As a successful Generation-X sitcom, the show is a breath of fresh air. And that does not surprise Perry, who describes



■ Perry: he feels an affinity with his wisecracking character, Chandler

the success of *Friends* as a simple fact: "I know that it was good from the time I read the pilot," he adds. "It is character-driven comedy, that comes from experience, not situation. And it's authentic."

The premise is simple: Three attractive young women and three attractive young men hang out at a New York City apartment, drink coffee and make jokes. They are single and basically dysfunctional, but they're struggling with their dead-end jobs, their failed sex lives and their feelings for one another to settle down and make babies. The show pushes all the now-familiar buttons of Generation X: dissatisfaction with middle-class jobs and values, sexual angst in the age of AIDS, the frustration of the nuclear family and—most telling—fear of commitment to either love or career.

Like it or not, that recipe provides the dominant flavor of the new TV season. In the wake of *Friends*, the old baby-boomer formulas for attracting audiences are fading, and all of the Big Four U.S. networks—NBC, ABC, CBS and Fox—are scrambling to attract younger viewers. This season, the networks produced a host of *Friends* clones—among them *Carolyn in the City* and *The Single Guy* (CBS), *The Swinging and the Married* (Fox), *The Drew Carey Show* (ABC) and *Good Theory Last* (CBS). Such cloning, of course, has long been a fact of life as a medium remarkable for its lack of originality. But the *Friends* phenomenon is the harbinger of something different to follow: also, sitcoms and writers beware! TV, at the height of media analysis, is "tapping down."

And that suits Matthew Perry just fine.

Sitting across from a 40-inch TV (equipped with surround-sound, satellite speakers and all the latest video games),

Perry munches on a chocolate-covered sandwich and Doritos tortilla chips, occasionally glancing at the screen to watch Andy Aguirre take on Pete Saagman in the finals of the U.S. Open tennis tournament. He talks speculatively with the air of someone familiar with media attention—he has, after all, done little else but interviews in his spare time this summer. And he talks with enthusiasm, preference only green eyes burning, about *Friends* and his situation for its producers and writers. But when asked to talk about his childhood, Perry assumes a serious air and deadpans: "Should I die?"

Born on Aug. 19, 1969, in Wilmette, Mass., Perry is the son of actor John Perry—better in the 1960s as the face of Old Spice cologne—and business Perry. It's a small, blue-paned marriage was short-lived, however, and before his first birthday he and his mother moved in 1970 to her native Ottawa, the city he still considers home. His mother got work with the federal Liberal party, first as the caucus research bureau and then as a special assistant to Liberal cabinet minister Gerald Filmer. The single mother and her son moved around a bit—first to Montreal, then Toronto, then back to Ottawa, but their life settled in 1978 when she became a press aide to Pierre Trudeau—gaining prominence as the woman often at his side in TV news clips. "My recollection of that time really was, 'Wow, she's working a lot, and I wish she wasn't,'" Perry says. As for Trudeau, Perry recalls nothing, but only once—and not being particularly impressed. "I was only 9," he explains, "so I was just, like, 'Oh a guy who speaks with a French accent. That's cool.'"

School? "It's narrow that down and answer really simply. I was a horrible student," he says. He spent much of the day at Ottawa's exclusive Haldimand College just goofing around—and looking the animal world (he used to be the *Friends* character Chandler, a way of emphasizing certain words for comedic effect. "That's just the way I talked when I was in, like, fifth grade," he recalls. "Could that teacher be my mother?")

His mother, however, remembers a more sane side. "He's very, very, very serious," says Suzanne Perry Morrison, once a Toronto-based writer and consultant, married to former *City* anchorman Keith Morrison since 1988. From an early age, she recalls, her son had a close idea of his priorities—and school was not among them. "He used to say to me, 'Why do I have to go to school?' I'd never see this. I want to play tennis and I want to act,



■ Perry (left), Aniston, Schwimmer, Cox, LeBlanc, Kudrow: providing the dominant flavor of the new TV season



applied than for its substance. It is the first Generation X entertainment vehicle that has really caught on. "We were told at the beginning of the run at the show by every publicity person, Don't mention Generation X," Perry says, "because no Generation X thing has really been successful. *Slayer* and *Roady Bies* [two Hollywood movies about people in their 20s that failed miserably at the box office] were badged, but they weren't successful. *Friends* has broken through the generation barrier—and the network has taken notice."

The best of new sitcoms graced to the oversaturation of not only the most part of the same formula, which goes something like this: 1) Age—the characters must be young (under 30 and up to 35); 2) Location, location, location—the characters are not only hip but also urban, something that they must love, with few exceptions, in New York City; 3) Appeal—their must be middle- and well-to-do and a fair of consciousness; 4) These jobs suck; 5) They are single.

As similar as the new shows are to *Friends*, however, the grab for younger viewers is not just a network set, network ad executive Karen Neftci, vice-president of broadcast operations for Media Buying Services Ltd. in Toronto, says that "what we're seeing is a real shifting demographic in television. The American networks have made a real attempt to lower their age group, because I think that's where they see a lot of potential commercial opportunity."

Another factor at play in the new cult of youth on television is that entertainment media are diversifying rapidly: C-ROs and the Internet promise finger-tapped, on-demand entertainment, and pay per view and cable specialty channels cater to the specific tastes of viewers. That translates into potential loss of audience share—and at ad rates—on traditional TV networks, which are scrambling to stay relevant. One solution: assure them while they are young. "They want to pursue young viewers and carry them through," says Newton. "The idea is that if you don't snag them now, you might miss them in the long term."

Perry is not spending much time worrying about the competition this season from *Friends* clones. "I think the bulk of those shows aren't as well thought out and won't be as well received as *Friends*," he says. "The chances the idea is simple, but even taped a commercial post card for *Central Park West* into the advertisement in one of the *Friends* sets—



**Out of Central Park West:** *Madame Telford*, *Karla* in *It's Not for You (Belmont)* takes of *Madame*

**Perry: 'The bulk of those shows won't be as well executed as *Friends*'**



the producers, he says, have not noticed a yet.

Meanwhile he is not resting on his career laurels. He has received a number of film offers—and so far turned them down. Not that the movies are far from his mind: he is now writing a script for what he describes as "a delightful romantic comedy—its eye." He acknowledges remodeling his career after that of Tom Hanks, who made the leap from sitcom to costar in the 1990s cross-dressing comedy *Don't Say a Word* to film and became Hollywood's hottest property in the process.

But Perry, who has a five-year *Friends* contract, is taking his time. Unlike Chandler—a successful corporate executive who cannot stand the corporate world—Perry is "back on track" in his career. "I'm doing exactly what I want to be doing," he declares. He says he does his follow cast members, who are not only comedians but, well, friends. And he is attached to the depresso Chandler—who, he reveals, will finally have a love interest this season. That concerns him. "I think if you make Chandler happy, he means for being funny all the time go away," Perry says. "All his comedy all his jokes, come out of being sad."

Perry admits that success has not changed him. "I'm still the same guy I always was," he adds, "except I dress better." He is still a huge hockey fan—the L.A. Kings and the Ottawa Senators are his favorite teams ("I wish I knew how to ice skate"). But the tagline of his screen series is he is taking some getting used to. His black Porsche—with a customized license plate reading 92.005 in honor of the Toronto baseball team's 1992 World Series victory—embarrasses him now. "It's not Hollywood. *Amiable Guy* for me," he says. And the new house—still lavishly furnished, except for his couch, bridge, TV, a Poshable table and arcade-style Galaga video game in his living room—seems to have been an obligation. "I have a theory that if you're on a television show that gets picked up for the second season, you have to buy a house, or, like, Bob Newhart comes out beats you with a stick," he says. Perry does not have a steady girlfriend—he claims, but says he has not had time to get into a serious relationship, adding, "I'm kind of picky."

Success, too, has more immediate costs. His beloved Galaga machine has been sitting idle for about a year—no time to play, he says. What's worse, Perry adds, "My assistant doesn't let me tell me I have to get rid of it." Even for Matthew Perry, it seems, growing up is hard to do. □



**Have you ever seen a grown man cry?**





## PEOPLE

### REAPING THE REWARDS

Money was so tight when Shamus Twain was growing up in Timmins, a rugged gold-mining town in Northern Ontario, that when the young country singer bought even a single new set of guitar strings the whole family would feel the financial pinch. Last week, those sacrifices paid off in a big way when Twain, 30, was called up to the winners' podium on less-than-five times at the Canadian Country Music Awards in Hamilton. Twain, who is known as much for her sultry stage sultriness as her soaring vocal talent,



was the winner for single of the year and video of the year (*My Man of Mine*), for songwriting and country song of the year (*Where Did Your Heart Run Under*), and for album of the year (*The Winner Is Me*). "I've had an incredible year," she gushed as she picked up one of the awards. "I just never thought I'd have so many friends in this world." Now, with her records topping the charts in the United States, Twain has become one of country music's hottest rising stars. But she says she still depends on her northern roots both to inspire and to sustain her. "I go home to the bush," said Twain. "I spend a lot of time with nature, and you get back basically to where I came from." So far, "going back" has helped Twain to keep her career rocketing upward.

Twain: back to her roots



Duchow, at 57, could be funny

### MYSTERY MAN

Despite a 47-year career that has seen him working alongside such industry legends as Donald Sutherland and Gordon Pinsent, Vancouver actor William Davis, 57, has been touched by fame only recently. The breakthrough comes from his role as the anonymous chair-tying "cancer man" on the hit television series *The X-Files*. Reprising David Duchovny as FBI agent Fox Mulder, a guest spot on one episode in 1993 has evolved into a continuing, major role as Davis' character repeatedly frustrates Mulder's attempts to prove that space alien exist on Earth. "This is bad news. I just have hunches up just when everything is right," says Davis. And he is rewarded by the notoriety that the role has brought him. "I spent years and years where the only people who knew who I was were within the industry," says Davis. "Now, it's fun to have people whispering, 'Oh my, it is him.'"



Myths: I just needed to get away

### OUT OF HIDING

After achieving instant stardom in 1991, Toronto rocker Alanis Myles seemed to fall off the face of the earth. Her first hit single, *Black Wines*, soared to number 1 worldwide and won her a Grammy Award for best female rock vocal performance. But just two years later, after her second CD, *Heaven and Hell*, failed to live up to expectations, Myles found herself under pressure from her management to produce a winner. "It was all just too much," says the singer, who pulled out of the music business for more than a year. "I just needed to get away from the eye of the storm for a while." Now, she is back with Alanis, a hard-driving new album released last week. "I really learned from what happened," said Myles. "I have a handle on things now, and I'm not about to lose perspective or control again."

Edited by TOM FENNEL

### LOOKING FOR A 'BLISSFUL' HIDEOUT

Fearing what he says is the erosion of civil liberties in the United States, New York City-based writer Michael Moriarty, who recently left the role of Bos Stone in the hit television series *Law and Order*, is planning to relocate to Toronto. Moriarty subscribes to a conspiracy theory, popular in extreme right-wing circles, which claims that recent events—such as the storming of a cult compound in Waco, Tex., in 1993 that killed more than 80 people—are evidence of a U.S. government strategy to strip American citizens of their rights. "The federal government has

learned what it can get away with," said Moriarty. "It can literally get away with murder." Moriarty has also campaigned against violence on television as "cropping McCarthyism." He told Maclean's that he quit *Law and Order* because the show's producers were coming in to Moriarty's demands. "The nation is an artist sees tyranny," explained Moriarty, "he has to leave." And where is he looking for a tyranny-free existence? Is the tiny enclave of Toronto's high-rise and condo district of Yorkville. Said Moriarty: "I have a blissful time up there in Toronto."



Moriarty: fleeing

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# One among millions in the cancer wars

BY ROB LEVIN

**W**ho all have our stories, our personal legends? Maybe it was a war, or a parent's death, or an early love. Time and telling have smoothed them out by now, but we were young and naive; simple narratives clear messages—we turn our pain into *Love It to Love It* or *Beaver* episodes. They are generally true enough, as stories go, and they give our lives shape, meaning, sparkle and here's nothing wrong with that.

My personal legend began something like this:

When I was 15 and certain of a bright (as-specified) future, a doctor in the town where I lived in personal told me I had cancer and, if I were lucky, might live six years to live. He was right about the cancer, wrong about the years—and so on, because it has been more than two decades now and I'm still around to tell the tale.

I got to thinking about this legend-making process two Sundays ago in a Toronto park. People were there by the hundreds, entire families devoted out to Lyons and spouses or just guys and Tamara, running, cycling, rollerblading, pushing strollers, as a rock show band and the smell of barbecue wafted through the drizzle air. They were there to raise money for cancer research (and so have a good time). And they were there to celebrate the fresh seeds, early barrel young men who started it all more than 15 years ago, haphazardly across Canada on one good leg and an artificial one of springs and hinges, drawing ever larger crowds of heavy well-wishers all the way from St. John's, Nfld., to Thunder Bay, Ont., before the cancer spread to his legs. Terry Fox—whose several run now boasts more than 100,000 participants nationwide (plus countless more in 24 other countries) and has raised \$64.4 million overall—long ago agreed to be just that crazy kid from Coquitlam, B.C., who wanted to skip across the second biggest nation on earth. He has become—against the

*All across the country, people bring their own baggage to the Terry Fox Run, think their own thoughts. I brought my personal legend.*

deaf unknown of cancer—Canada's own gritty legend of indomitability.

There is something right with that. People bring their own baggage to the Terry Fox Run. They think their own thoughts. I brought my personal legend. It is one among millions in the cancer wars (the very word "war" is part of the romance), and it illustrates another clue—it is in the music of youth. For I have come to believe that, if I had to get cancer I could not have chosen a more perfect time. What does a young person know about limits, about calamity?

A young person—or at least this one, well-thrilled and bloodily sure—is invincible. I have dreams to prove it. They were taken in Ontario's Algonquin Provincial Park, on a canoe trip a few weeks before the first arthralgia fever. I am posing with friends in the seldom-seen style of a record-album cover, and I have never looked better: bodily happy, cocky, mounded up from a summer's hard-liner of trucks to buy my first car. It is a wonder that when the fever came I got scared them far enough to be there any doubt that when I could no longer go on longer, when that would be Marcus Welby—where I

suspected of enjoying the scene immensely—described "brink under the sea of bonobos" and suggested I start "living like quickly" his words left on a waltz dead man?

My year of treatment is a blur of emotions of images. It helped, to begin with, that Dr. Welch had apparently run a medical journal for a few years. I learned when I went to a major hospital that, although the disease was so advanced, there was a chance for total cure. But who remembers the odds? What I remember is my old high school basketball coach squeezing my hand and saying "It's just another game." I remember the little kids in the waiting room, their heads bled from chemotherapy, their faces looking your heart. I remember being in surgery, looking down and wondering, my doctor, always most of it. I remember the first treatment, it seems now while I absorbed his treatment, my part of the bargain: to be jabbed, radiated, cut open, to vomit, lose weight, hair to lose, most definitely any sense of control, no matter what my legend says about doing better.

Yet I did not think about death. Death was for other people; it was not mine. If so, I should add a baby brother, a member of a generation so intensely obsessed with youth that we would go to college, earnings and parenthood and turn our middle years into a golden age for aerobics instructors, plastic surgeons and sex therapists. Death? To a kid raised on *Peter Pan* and *Superman*? Not a chance! And then, miraculously, the treatment ended and I remember the silver catch ball of all is control again—running, lifting weights, eating voraciously. And living wonderful the blessed absence of nausea, the richness of fresh open boxes, and the simple, romantic fact that at least for the moment, the cancer was gone.

Only years later did I really reflect. You grow up and death becomes real. A good friend died of heart failure at 22. My father-in-law died of a heart attack of malignant brain tumors. These were dear to me people, the very best. And I once talked, "Why not?" I think of them and ask, "Why not me?" It is called perspective and it is what adults people adults. But, once upon time, I was better off without it.

In the Toronto park the other day, people passed notes giving their own reasons for running—the memories of loved ones, "My grandma and grandpa." "A terrible fall." "Mama." "My dad." Cancer teaches almost everyone but seems most cruel when it takes the young. Terry Fox—who did not even know what a malignancy was when doctors first discovered one on his knee—was just 22 when he died in New Westminster, B.C., on June 28, 1981, some 10 months after his Marathon of Hope ended. His special gift was to be so youthful and full of life, so stubborn and just plain brave in his faith that he couldn't possibly cover all his miles—more than 5,600 in a day—on only one good leg, couldn't possibly die a natural death. His special gift was to make his fight our fight, his legend our legend.

# The sad life of a sorceress

**SHADOW MAKER: THE LIFE OF GWYNETH MACLEWEN**  
By Rosemary Sullivan  
(Owlcrane Books, 426 pages, \$20)

Nearly 200 years ago, William Wordsworth lamented the fate of so many of his fellow writers of verse: "We Poets at our youth begin to gladden" he wrote, adding that he too often they and their lives in "disconsolation and sadness." His lines might stand as a concise story on the life of Gwyneth MacLewen, the Canadian poet who died in 1982 of alcohol-related causes. MacLewen was only 56 at the time, poor, deeply depressed and largely forgotten. Yet this was a woman who in 1973 had won her country's highest literary prize, the Governor General's Award, for her collection *The Shadow-Maker*. She spoke several languages, had written highly praised novels and children's books and at the height of her career had been considered one of the most vital and original presences on the Canadian literary scene.

The question of how such a accomplished human being came to grief succumbs *Shadow-Maker*, a biography of the poet by author and University of Toronto professor Rosemary Sullivan. Like Sullivan's recent 1991 biography of writer Elizabeth Smart, *Shadow-Maker* has an unusual, respectful immediacy that makes it about the contemporary, overly direct result of an author's biography. And while it reveals a great deal about MacLewen, it never pretends to explore everything. The slim, secretive poet with the half-lidded eyes who came down as paper remains—as she would have wished—according to a mystery.

Sullivan, 46, first met MacLewen in 1982 at a time when both frequented *The Tropea House*, a Toronto coffeehouse. MacLewen was a former dancer; Sullivan, also a poet, was doing a masters who played them. "Like a lot of people, I felt Gwyn was a friend," Sullivan told *MacLewen* but after MacLewen's death, the author discovered that she hadn't been an intimate friend at all. As with so many others, MacLewen had kept hidden the more troubling elements of her personal life. It was only years later, as Sullivan wrestled on *Shadow-Maker* that the family

began to understand what she calls in her book "the pain that she caused as the price of being Gwyneth." Yet, at the same time, the biographer insists that the poet's life was not completely unhappy. Gwyneth MacLewen: "There was who would look to Gwyneth with pity would be really understanding how nothing it can be as low as the rest."

MacLewen was born in 1911, into a working-class Toronto family like mother, Elsie, was intelligent but mentally unstable and

the exotic Jewish mysticism of the cabaret, taught herself Hebrew and studied Jewish history in preparation for writing a novel set in Palestine. (It was never published.) And she was working tirelessly at perfecting her unusually obscure poetry, with its evocation of rustic spiritual landscapes. Never married or involved, she once complained to a friend, "In Canada there seems so little of the surreal, the bizarre, the divine."

Sullivan does a superb job of capturing up the fledgling Toronto literary scene of the 1940s, especially the *Belmont* Embassy, the coffee and poetry club where MacLewen made friends with other rising poets, including Milton Acorn and Margaret Atwood. The biographer also reads sensibly in the matter of MacLewen's unhappy love relationships. She married Acorn, who was 19 years her senior, in 1942, but the marriage quickly frayed because of his verbal abuse and possessiveness. She married Acorn, who was 19 years her senior, in 1942, but the marriage quickly frayed because of his verbal abuse and possessiveness. She married Acorn, who was 19 years her senior, in 1942, but the marriage quickly frayed because of his verbal abuse and possessiveness.

MacLewen never made much money. Beyond a certain financial brink, she was never less than a dedicated drinker to an art-poetry—an which the commercial society of North America had largely turned its back. But as Sullivan shows, she wrote poems at a high order, unapologetically at all other times, or in other countries, would have been her best reward. And she pursued her craft with a focused intensity that can only be admired.

MacLewen believed, to quote Sullivan, that poetry "was a form of magic that could change lives." Sullivan thanks that her subject had that belief in her final years. It is a pity that MacLewen's constant read Sullivan's biography. This respectably appraisive book might have helped the poet regain her faith in words.

JOHN REMKOW

*A poet defied her demons and made magic with words*



MacLewen's self-destructive streak and fearless integrity

spent much of her life in institutions. Her father, Allick, took to drink as a consolation for his wife's sickness and the failure of his ambitions. (He had wanted to become a professional photographer, but had to content himself with being a sales representative for Kodak.) Unlike her older sister, Carol, Gwyneth grew up harboring morose insecurity—so severe darkness that, as Sullivan shows, was both a dominating factor in her art and the dough of despair into which she eventually sank.

For much of her life, MacLewen received a brilliant dose of the world in defiance of her own dream. Although she dropped out of Toronto's Western Technical Commercial School, she had already immersed herself in

One night we're on the Ginza in Tokyo, and my wife says, I'm hungry, let's eat here. We go in,

and order, we're not sure what. It comes and

**SHE'S ABOUT TO EAT  
SOME RED THING  
ON HER PLATE,  
AND IT'S MOVING.**

Well, the waiter said it was a local delicacy and that everything would be OK, but it got me thinking, hey, what if one of us gets sick here?



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# Romantic raptors

A female dinosaur falls for a younger guy

**RAPTOR RED**

By Robert T. Bakker  
(Toronto, 246 pages, \$29.95)

He has won readers by depicting the once underplayed new world of dinosaurs as cold-blooded, slow-moving, dull-witted and largely devoid of social instincts. According to the renowned picture painted by Robert T. Bakker, who longed for fossils and of Copey, Wy, dinosaurs were brainless, intelligent, aggressive and possessed of a highly developed set of family values. Bakker's ideas have made him one of the world's leading experts on the prehistoric creatures. And they were embodied in the cozy and fantastic creatures that populated Steven Spielberg's 1993 movie, *Jurassic Park*. Now Bakker has written, of all things, a novel about dinosaurs. *Raptor Red* is a book that takes the creature, one a female of the severely voracious *Utahraptor* species who has lost her mate 120 million years ago—and find happiness



Raptor Red, charming, fascinating debut

with a handsome young male who is several years her junior? The answer to yes, and the reasonable thing is that Bakker makes the reader care in a novel that is full of charm and fascinating detail.

Raptor Red, the book's heroine, is borrowed and at a competitive disadvantage after her mate perishes in a hunting accident. By luck, she encounters her sister, also without a mate and struggling to keep herself and her three children alive. Together, the sisters form an efficient hunting team, and they are soon joined by a young male who, despite the difference in their ages, is powerfully attracted to Red. The snag is that the young male and Red's sister would be for him and her boyfriend to go off on their own. But Red's sense of duty prevents her from abandoning her sibling. The problem is literally resolved when the sister and her mate are killed by a rival predator; later, the third youngster takes off with another male. At least, Red and her lover prosper to ease. As she looks at him, writes Bakker, she feels "a flood of emotions—aggression, joy, anger, relief." Bird experts may agree that Bakker has gone too far in endowing dinosaurs with human qualities. But his genius lies in making the reader hope that the dinosaurs were indeed creatures such as these.

MARK NICHOLS

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## FOR THE RECORD

# Soul-to-soul songs

New albums reveal the range of Canadian pop

**ENDLESS SEASONS**  
The Rankin Family  
(SABO)

Although their first four records racked up sales of more than a million copies, the five members of Prince Rupert's Rankin Family are clearly restless. Unhappy with their image as quiet purveyors of traditional Celtic song, the three Rankin sisters and two brothers sought the help of Nashville producer John Jennings for their fifth recording. The results are largely successful: *Endless Seasons*, while still steeped in Celtic sounds, boasts a broken, lower feel than previous releases. Jennings, best known for his work in transforming Mary Chapin Carpenter from folk singer to country-pop star, brings a strong rhythmic approach to the group's rendition of such venerable Irish standards as *Fiddler* and *As I Roved Out*. And the producers imbues each song with a rich acoustic warmth. At times, the Rankins' voices can still sound a tad precious—as Raylene does when she bemoans the plight of abandoned people on *Runners*. But on Jimmy Rankin's *You Feel the Snow May This*, the group delivers properly woe. The song, a balmy country tear, is drenched in contrition: "We may drink a little too much/We may love our fancy touch." Sounds like just the tonic the Rankins need.

**BUFFETED BOY**  
Juddlow  
(Globe/Gem)

Blue-collar realism from Hamilton, Ont., Juddlow delivered a tough, hard-edged sound on its 1995 debut album, *Always*. But the band's gritty lyrics, written by singer Tim Wilson, offered surprisingly sensitive snapshots of growing up in Scotland. *Smileday Boy*, the quartet's follow-up, takes a similar ground, with a full-on indie style reminiscent of the Villains Brothers and Crowbar. A Hamilton band from the early 1990s, on the growing, Murphy-esque *Ghost (Off Deer)*, Wilson even pays tribute to his local heroes in the lines, "I once saw Cronkite, I drank my first beer/On colder day one summer." Other songs, such as the sly, smoldering *Here for You* and the fiercely rocking *See Someone*, speak of life's passions and frustrations. But Wilson's bare lyrics come through in *Devil*, a somber reflection about an alcoholic father, and *Barred Out*

corries sadness. The ballad *Boy*, although scored by his smooth tenor, is as dark a lament as Cuddy has ever written. And the shimmering whirr of *Slow at Light* suggests *discrete* problems in its opening lines: "You can live in the house and I will find a little place around the corner." Wrought from emotional turmoil, *Anywhere Is Here* is a difficult but ultimately rewarding masterpiece.

**MEMORIES OF THE SOULSMACK SURVIVORS**  
Bliss in Bliss  
(GMM/Polystar)

One of Canada's most promising new bands, Bliss in Bliss, rode all the way to the top of the charts as last year's bliscally carmine *Fastforward*. That song, along with five others from the independently released album *First Impressions*, *For the Belton* *Figures*, are now featured in the Toronto



The Rankin Family: new direction and Celtic sounds

**NOWHERE TO HIDE**  
Bliss in Bliss  
(RCA)

After the breezy acoustic airs of *Bliss in Bliss*'s 1993 release, *Fast Days*, in July, the Toronto band's latest is a raucous-and-welcome departure. Augmented and more urgent, *Anywhere Is Here* is a troubled night coquered with July's sunny daytime disposition. Featuring a mostly electric sound, the album deals with loss and loneliness, remorse and regret—in the terms for songwriters Greg Keefe. And the superguitar comes through with two of his strongest songs in the sloopy melancholy of *Sure Myself* and the syncopated snarl of *Get in Gear*, about a man's desperate bid to reconcile with a past lover. Even Jon Cuddy, Keefe's usually more cheerful songwriting partner, seems to have been infected by a

raw (Garcia-style) de lust. And, while *Anywhere Is Here* remains prickly blends of funk, rap and soul, it is the new material on *Memories of the Soulmack Survivors* that contains the most adventurous sounds. Songs such as *Some*, a rich, Africa-flavored rap, and *Phy*, an infectious counter with wit, draw on the band's diverse cultural backgrounds (that includes Italian and Trinidadian). The group—bassist-singer Chae Ingi, keyboardist-transposer Janna Santilli and rapper Roger (Myself) Mooking—naturally celebrates those influences in the song *My Roots*. But Bliss in Bliss is primarily a pop group, and songs such as *Cry*, with its irresistible melody, reflect that sensibility. *Consequentially* yet completely accessible, *Bliss in Bliss* is the brave new sound of Canadian pop.

NICHOLAS JENNINGS

A TALE ABOUT FOUR OF THE BEST IN THE BUSINESS. BUT THE MOMENT THEY LEAVE THE OFFICE IS WHEN THE COME.



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## FILMS

# Brash is beautiful

Jamaican-Canadian directors debut with style

In the current movie niter, Canadian films, a U.S. edit suggesting a war on America's neighbor to the north says of Canadians "They're whiter than we are!" Judging by the kind of movies Canadians have made over the past few decades, he would appear to have a point. But in the last few years, Canada's cinema has finally begun to reflect its multicultural reality with such films as the native drama *Dance Me Outside* (1994) and the recent Jamaican-Canadian comedy *Double Happiness*. And this month marks the release of two striking debuts by Jamaican-Canadian directors: Clement Virgo's *Abide*, and Stephen Williams' *Soul Survivor*.

Both are dramas set in Toronto housing projects, about Jamaican-Canadian men trapped by under world connections. And both stories feature gangland heroines played by Canadian actor Clark Johnson (*Green TV's Newsworld*). The resemblance, however, goes only as far as *Abide* is a truly multicultural drama, a multilayered narrative with a surreal sensibility. *Soul Survivor* is a straightforward, well-crafted piece of social realism.

Crucial comparisons aren't almost cruel! Virgo and Williams, both 29, are close friends. Both wrote their own scripts, and they shot together at the Canadian Film Centre in Toronto in 1993. Their films premiered as official selections at the Cannes International Film Festival last spring, starting European critics who had assumed that Canada's cultural complexion was as white as its snow.

*Abide* and *Soul Survivor* represent a distinct alternative to urban hood dramas by Black American directors. Their stories do involve gangsters and guns, but hardly any shots are fired. Instead, both films dwell on the vulnerability that underlies racialized positioning and earlier heroism. And in place of carnage and catharsis, they offer a portrait of spiritual repression—more in tune with Janno



Wist (right), Brown in *Abide*: sexy, no-pose-face film-making

can originate than with gangster rap. *Abide* takes place over an Easter weekend. It opens with an obligatory monologue by a dropout at a parole radio station, a sultry prosecutor named Rude (Sharon M. Lewis). The narrative, which faces racial and aboriginal politics,

sets the tone for the film. Uttering such slogans as "cock the hammer" and "shorten the spears," the cult's last parole station "the last neighborhood in the world," with a signal that "stretches from the lead of the Rude all the way to the lead of the Mafiosi war on."

Thus, as the camera closes in on her lips, she describes an stroke-by-stroke detail an act of separate violence. Rude's voice, poetic

and profane, slices in and out of the film, serving as the Greek chorus in a third-world narrative. The main story focuses on a former drug dealer and former soldier named General (Othello Deen Wind), who has just gotten out of jail. He vows to settle down to a law-abiding life with Jessica (Marlene Nichols-King), a rookie cop, and their young son, Johnny (Ashley Brown). But he encounters better awareness from

his gangster brother, Rene (Johnson), who served as the child's surrogate father while he was in jail. And Rene's boss, a small-time loan shark named Yusef (Stephen Williams), is determined to recruit General back into pushing drugs.

The movie's two other storylines involve Jordan (Richard Chevolleau), a young boxer who joins his father in a brutal pay-bidding street, although he himself is a close to home-made and Maxine (Othello Deen Wind), a woman whose decision to have an abortion has left her alone and distraught.

While dissecting racism, sexism, and homophobia, *Abide* saves scraps of political correctness. On the contrary, the director seems intent on making his audience squamish. In one shocking scene, Rene passively submits to an obscene trade of moist tissue from his white boss, who screams him of not being a true black man. Later when Rene tries to reclaim his manhood by forcing himself on his brother's wife, the pillow is head-bashed. As Brown, Johnson is exceptional. Wist, while, brings a compelling sense of integrity to the role of General.

With the use of theatrical blackness, all-grown women, and violent culture, Virgo creates a gritty, unglamorous world, with the cadence of poetry. His stylized direction requires a leap of faith from the viewer; one that is hard to sustain over the length of the film. But on the whole, his approach is exhilarating. Like General—who paints a mural in a street corner where everyone expects him to be drinking dope—the director takes a realistic stand to an artist within the trappings of the gangster film. *Abide* lives up to its title: this is a brutal, sexy, no-pose-face film-making.

*Soul Survivor* confirms us a more local, as great, as an urban tale of a young immigrant who becomes apprentice to a local politician and undergoes a tragic rite of passage. Although fiction, the director's script was partly inspired by the experiences of his brother, Peter—both born

## WILSON: new terror







He said...

HE: Now here's an interesting little tidbit of information.  
 SHE: I believe "nihilist" is the operative word in this case.  
 HE: Apparently.  
 SHE: Yes.  
 HE: ...the first thing people wish when taking a shower is their tummy.  
 SHE: You've got awy too much time on your hands, Don.  
 HE: Here's something on strange relationships.  
 SHE: Like this one?

Don DeNiro, Eric Davis. News, weather traffic updates and Toronto's Perfect Muzak Mix. The CHFI morning show, another reason why CHFI is Toronto's Radio Station.

**CHFI FM98**  
*Toronto's perfect music mix*

in Jamaica—land through after moving to Toronto in 1982. Peter Williams stars as Saul Sweeney as Tyronne, a Jamaican immigrant who insists his low-paying job as a Toronto bus sales to work as a collector for a wealthy Irish sheriff named Winston George (Ronald).

Tyronne is caught between two worlds. His father (Arthur Bonner), once Jamaica's leading traffic enforcer, is now an aging alcoholic broken by dead-end jobs and racial attitudes as his new home land. Determined not to fail for the same fate, Tyronne finds a new father figure in the shrewd Winston, a ruthless proponent of black capitalism. And he finds a lover in Anne (Gladys Scott), a social worker who acts as his moral conscience, but whose main role in the film is to allow for the inclusion of a late-night scene. The drama's conflict, meanwhile, hinges on Tyronne's complex cousin, Nathan (David Smith), a Rastafarian socialist, musician and gambler who has fallen into Winston's debt but acts blindly oblivious to the danger he faces.

The story, which follows a fairly predictable course, gets deflected around the edges. Winston's character is a walking irony on the the merits of social Darwinism. Tyronne, in putting the screws to a white roommate with a Jamaican accent, says, "When you white boys think? That people's colors are just some kind of shopping tag, you can go in and take whatever you want?" And Nathan serves as the film's editorial voice: with such lines as, "Brothers never stick together, never have, never will, and that's the trouble."

Despite the script's contrivances, however, *Seven Sinner* has an uncontained realism at its heart. Williams, who acts with rare honesty and poise, displays the charisma of a true star. As Nathan, flamboyantly riffing on Jamaican patois, Smith strikes a cruel balance between a Shakespearean fool and Rastafarian sage. And as the role of Basil, Winston's drug-dealer enforcer, Clark Johnson makes a compelling thing, even though the character is not as complex as the one he plays in *Ride*.

Whatever their respective merits, *Seven Sinner* has stolen Canadian film-making into new terrain, and launched some promising careers. Stephens Williams is promising to direct a sequel to the Jamaican class classic *The Harder They Come* (1975), with its anguished singer Jimmy Cliff. And his chaotic ambition to direct his brother in a movie about the life of their hero, reggae superstar Bob Marley. Virgo, meanwhile, is currently working on three film scripts, but he says that ideally, "I would love to do a David Cronenberg—namely, a quiet desert, then all of a sudden 50,000 Marines come over a dune!" He laughs. "Then, of course, you would have to do a desert and 50,000 Marines." Yet another challenge for the new Canadian cinema.

BRIAN D. JOHNSON

# Murder by numbers

*A tale of forensic horror is sinfully good*

SEVEN

Directed by David Frieder

A serial killer stalks an American city, intent on murdering one victim for each of the seven deadly sins: gluttony, greed, sloth, pride, lust, envy and wrath. Each corpse leaves a gruesome signature. An obese platoon is forced to carve out a pound of his own flesh. It sounds like the stuff of B-grade horror. But *Seven* does not portray the murders as

Andrew Kevin Walker, who wrote it while working at a New York City record store. And it is directed with mesmerizing style by American David Frieder, who made a classy debut with *Alone* (1992), but has won acclaim for his more lurid and intense videos, notably *Love & Strong by The Sifting Stones*.

Frieder can shoot a backalley chase as intricately as anyone, but he goes beyond suspense clichés. Whether filming a close-up of a revolver in a puddle or the postcard-white face of a cadaver, he is more thorough than Back then (Rue De La Poudre).



Freeman (left) and Pitt: mismatched cops on the trail of a serial killer

portraying corruption and decay with a painter's eye. *Seven* is set in a grim, smoggy city where it is constantly raining; its detectives are forever slinking rainy corridors, leaving dark, wet footprints with flashlight beams. In the final scenes, they finally leave the wet gloom of the city and drive into the desert of all places. The effect is devastating. Until then, the story seemed to be set in New York. What other place could look so mortal?

*Seven* is disturbing not just because it is a creepy film about a psychopath, but because the killer's master plan—unfanned by William and Nathan—is so damned ingenious. And his grotesque handwork resonates with a familiar logic, that of particular extremes in a decadent America. *Seven* offers no moral instructions, not even the simple retribution that thrillers traditionally provide—yet a chilling sense of nihilistic gloominess in the wasteland at the close of the millennium.

B.D.J.



# The chill words: 'racist, sexist, fascist'

BY ALLAN FOTHERINGHAM

There is really no hope for humanity that is, assuming that humanity depends on language. Communication. A freedom to express oneself. There are three popular words today. They are racist, sexist, fascist. An innocent reader can scarcely pick up a newspaper, magazine or book without being overladen with "racist, sexist, fascist."

We've all come up from the swamp, struggled through Darwin, learned how to walk on our hind legs while having inner spaces behind in the jungle swarming from them. Nevertheless, we all must look over our shoulders nervously, frightened to death over the possibility of these words: racist, sexist, fascist.

Dr Roger Barnister now knows this, but he was prepared for it. Two Toronto radio broadcasters now look at, but they give the sense of being hit by a live-hacker going up the down ramp of the freeway.

The use of Barnister the chap who first broke the four statue barrier in the state is that he pondered what is obvious to anyone who owns a TV set. The 100th final in the Olympic Games no longer has any white skin of the Marling line.

The Toronto stations launched on a delicate career about Jewish nations showing their during some state law, medicine and dentistry. The usual list is left in both cases.

One does not want to even contemplate the money going in the University of British Columbia political science department. Or the fact that the unlikeliest Montreal Canadiens captain has been brought into the Quebec referendum debate.

Dr Roger, who is a world-renowned neurologist, identified he was steeped outside his field before the British Association for the Advancement of Science when he was in a prepared speech. "A scientist rather than a sociologist I am prepared to risk political incoherence by drawing attention to the sovereignty obvious, but under-recognized fact that black, gay, and black athletes



All of them were born in the Caribbean—so was Ben Johnson. So what? For Roger indeed is not a sociologist.

Back in the 1930s, the New York City bus scene was dominated by Irish and Jewish kids eager to get to Madison Square Garden. That was their way out of the ghetto. After Joe Louis led the way, it was the black kids' way to riches.

Now—in soccer was the way to fame for talented British youngsters—it is professional football and baseball and basketball. It is the street of drugs so fast—while the black population of the United States is only 12 per cent—a white woman on any National Basketball Association team.

The new Vancouver Gentlemen franchise in the NBA is desperately trying to market a lumbering white Oklahoman boy, Bryant (Big Country) Reeves, as their marquee talent.

If Dr Barnister thinks is correct, why is it that Sebastian Coe, who the last time we looked was a decidedly white Conservative MP at Westminster and holds the world 800m record, despite all those Africans who risk live cancer to school here-to-day every day?

In 1988, unknown Vancouver teenager Percy Williams was both Olympic sports in American when his coach was so poor that he had to travel to Europe on a freighter. Today, Donovan Bailey is suddenly rich because he beat England's Lord Charles (another Jamaica product) who, at 30 and a grandfather, is a millionaire because that's when the money is these days. When you're hungry, you go for the car. One Toronto broadcaster said the reason the

at general, seems to have no national advantages."

No one knows if his suspicions are right or wrong. But he has the courage to at least express them.

In the past eight Olympics there have been only two white winners of the 100 m and both races were tainted. Alan Webb of Scotland won in Moscow only because of the 1990 American boycott and Russia's Valeriy Borzov won in Munich in 1972 when two U.S. sprinters didn't hear their alarm clock and missed their starting times.

The Canadian 4 x 100 m quartet that won the world championship gold medal in Gelsenkirchen this summer was composed of Donovan Bailey, the new world sprint champion, Briony Sykes, the world indoor champion, Glenroy Gilbert, a Pan American Games gold medalist, and Robert Eusebi who has a world indoor bronze.

postman's legal suit system is broke in because too many Jewish mothers push their daughters into law and medicine and dentistry. The second broadcaster said all you have to do is look at the Toronto yellow pages to see that a "disproportionate" number of lawyers and doctors and dentists are Jews.

So what? Are we now to place quotas on proud mothers who want their sons to do well? Do we appraise law that a certain percentage of Irish, or Thais, or Indians, must be allowed in law school? So antibiotic and work and diligence—not to mention student debt—are in it are considered virtues? The two radio stations and the two broadcasters, were dutifully made to apologize.

Most of us Jewish friends are brighter than I am, mostly because they're brighter than I am. And maybe because their mothers tried harder.



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